ADMATIC

# ADMICRO PROGRAMMATIC - RATECARD 2022

*(Valid from 1/11/2022)*

*Click on tabs **(PC, MOBILE, VIDEO)** to hyperlink below to see the price list of relevant devices.*

PC | MOBILE | VIDEO | NATIVE AD | Cross PC-MB | On-image ads

| Platform | Type | Format | Dimension (px) | Unit | PROGRAMMATIC (vnd) | Average CTR | Average viewable |
|---|---|---|---|---|---|---|---|
| PC | Adx | Super Leaderboard | 980x90 | CPM | 7,778 | 0.03% - 0.05% | 30%+ |
| | | Leaderboard | 728x90 | CPM | 7,778 | 0.03% - 0.05% | 30%+ |
| | | Medium rectangle | 300x250 | CPM | 7,778 | 0.03% - 0.05% | 30%+ |
| | | Skycraper | 160x600 | CPM | 7,778 | 0.03% - 0.05% | 30%+ |
| | | Half page | 300x600 | CPM | 22,222 | 0.03% - 0.05% | 30%+ |
| | Box-app | Sticky | 300x600 | CPM | 27,778 | 0.03% - 0.05% | 40%+ |
| | Kingsize | Article | 660x300 | CPM | 36,667 | 0.04% - 0.05% | 30%+ |
| | | Hot Half page | 300x600 | CPM | 36,667 | 0.04% - 0.05% | 50%+ |
| | | Hot half page expand | 300x600 -> 1600x1200 (safezone 980x500) | CPM | 43,333 | 0.04%-0.05% | 40%+ |
| | | Billboard (Top) | 1160x250 | CPM | 36,667 | 0.04% - 0.05% | 30%+ |
| | | Kinhg size mix: half page, Top, Bottom, Article, Super midscroll | 300x600, 1160x250, 660x300, 1920x800 | CPM | 36,667 | 0.04% - 0.05% | 50%+ |
| | | Hookeye | 450x600 | CPM | 48,889 | 0.1% - 0.2% | 40%+ |
| | | CPM Fullpage | 1920x1200, 1160x250, 300x600 | CPM | 110,000 | 0.2%-0.5% | 50%+ |
| | | CPM fullpage PC plus | 1920x1200, 1920x350, 300x600 | CPM | 152,222 | 0.2%-0.4% | 50%+ |
| | | Fullpage sticky PC | "Top (1160x250px) Hot (300x600px) Background (1920x1000)" | CPM | 138,889 | 0.2%-0.5% | 50%+ |
| | | Sponsor Page | 1920x1200, 1120x320, 1120x450, 300x600,300x900 | CPM | 164,444 | 0.5% - 1% | 50%+ |
| | | Slider PC | 1920x1200 | CPM | 100,000 | 0.4%-0.5% | 50%+ |
| | | Billboard Expand | 1160x250 ( safezone 980x250) => expand 1600x1200 ( safezone 980x500) | CPM | 43,333 | 0.05% - 0.1% | 40%+ |
| | | Super Billboard | 1920x450 | CPM | 77,778 | 0.05%-0.25% | 40%+ |
| | | Super billboard Plus | "Billboard: 1920x350 Background: 1920 x 1200" | CPM | 133,333 | 0.1%-0.2% | 50%+ |
| | | SUPER MIDSCROLL PC | 1280x720 | CPM | 77,778 | 0.1%-0.2% | 40%+ |
| | Balloon | Popup vertical | 300x385 | CPM | 24,444 | 0.1% - 0.2% | 40%+ |
| | | Popup standard | 300x250 | CPM | 22,222 | 0.1% - 0.2% | 40%+ |
| | | Popup big vertical | 300x600 | CPM | 34,444 | 0.1% - 0.2% | 40%+ |
| | | Popup expandable | 300x250 ->500x300 | CPM | 30,000 | 0.1% - 0.2% | 40%+ |
| | | Popup Fiteye | 370x250 | CPM | 24,444 | 0.1% - 0.2% | 40%+ |
| | | Popup medium rectangle | 475x325 | CPM | 34,444 | 0.1% - 0.2% | 40%+ |
| | | Popup page takeover | 120x250, 300x250, 980x500,300x150 | CPM | 48,889 | 0.1% - 0.2% | 40%+ |
| | | Popup large rectangle | 600x400 | CPM | 54,444 | 0.1% - 0.2% | 40%+ |
| MOBILE | Mobile | Top | 640x320 | CPM | 36,667 | 0.15% - 0.25% | 40%+ |
| | | Top expand | 375x750 | CPM | 43,333 | 0.15% - 0.25% | 40%+ |
| | | Article | 320x500 | CPM | 30,000 | 0.2% - 0.35% | 40%+ |
| | | eMagazine | 640x870 | CPM | 36,667 | 0.2% - 0.35% | 40%+ |
| | | Inpage | 375x750-750x375 | CPM | 73,333 | 0.3% - 0.65% | 60%+ |
| | | Hookeye | 300x670 | CPM | 73,333 | 0.3% - 0.65% | 60%+ |
| | | Catfish banner | 375x100 | CPM | 55,556 | 0.1%-0.3% | 60%+ |
| | | Billboard Mobile | 640x640 | CPM | 61,111 | 0.1%-0.25% | 40%+ |
| | | Fullpage Mobile | Top (640x320) & Inpage (375x750) | CPM | 110,000 | 0.2%-0.3% | 50%+ |
| | | Fullpage Plus Mobile | "Billboard (640x640) & Inpage (375x750)" | CPM | 140,000 | 0.2%-0.3% | 50%+ |
| | | Synchronized ads Mobile Plus | Top(640x320), Inpage (375x750), artical (320x500) | CPM | 138,889 | 0.2%-0.3% | 50%+ |
| | | Sponsor Page | 640x680, 640x360,640x1076 | CPM | 164,444 | 0.5% - 1% | 50%+ |
| | | POP-UP Mobile - App | 320x450 | CPM | 100,000 | 4%-5% | 40%+ |
| Cross PC-MB | Kingsize | Top banner PC-MB | (PC: 1160x250; MB: 640x320) | CPM | 36,667 | 0.1%-0.12% | 40% + |
| | | Top banner expand PC-MB | PC: 1160x250 ( safezone 980x250) => expand 1600x1200 ( safezone | CPM | 43,333 | 0.1%-0.12% | 40% + |
| | | Billboard PC-MB | (PC: 1920x450; MB: 640x640) | CPM | 66,667 | 0.1%-0.2% | 40% + |
| | | Fullpage PC-MB | (PC: 1920x1200, 1160x250, 300x600; MB: 640x320, 375x750) | CPM | 110,000 | 0.2%-0.3% | 50% + |
| | | Fullpage Plus PC&MB | PC: 1920x1200, 1920x350, 300x600 MB: 640x640, 375x750 | CPM | 146,667 | 0.2%-0.4% | 50% + |
| | | Sponsor Page PC-MB | (PC: 1920x1200, 1120x320, 1120x450, 300x600,300x900 | CPM | 164,444 | 0.4%-0.5% | 50% + |
| | | On - Image Ads Video | Video tối đa 3.5 mb | CPM | 44,444 | | |

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| VIDEO | Instream | TVC Skipable 15s | 640x360 | CPM | **111,111** | 0.5% - 2% | 60%+ |
| | | TVC Skipable 30s | 640x360 | CPM | **120,000** | 0.5% - 2% | 60%+ |
| | | TVC Super Pre-roll | 640x360 | CPM | **144,444** | 0.5% - 2% | 60%+ |
| | | TVC Expandable pre-roll | 640x360 | CPM | **144,444** | 0.5% - 2% | 60%+ |
| | | Bumper Ad | 640x360 | CPM | **106,667** | 0.5% - 2% | 60%+ |
| | Outstream | iTVC | 640x360 | CPM | **44,444** | 0.1% - 0.3% | 60%+ |
| | | Native Video | 640x360 | CPM | **44,444** | 0.2% - 0.3% | 50%+ |
| | | Vertical Video | 375x750 | CPM | **73,333** | 0.3% - 0.65% | 60%+ |
| | | Catfish video | 320x180 | CPM | **55,556** | 0.1%-0.3% | 60%+ |
| | | iTVC Fiteye popup | 370x250 | CPM | **42,222** | 0.2% - 0.4% | 50% + |
| | | iTVC medium popup | 475x325 | CPM | **30,000** | 0.2% - 0.4% | 50% + |
| | | iTVC popup page takeover | 370x250->980x500 | CPM | **55,556** | 0.2% - 0.4% | 50% + |
| | | iTVC large popup | 640x400 | CPM | **65,556** | 0.2% - 0.4% | 50%+ |
| ON - IMAGE AD | On - Image | On image PC | 580x120 -> 580x488 | CPM | **33,333** | 0.1% - 0.2% | 40%+ |
| | | On-Image MB | 580x120 -> 580x488 | | | | |
| | | On-image PC Expand | 580x120 (expand 580x488) -> 1600x1200 (safezone 980x500) (nút close (24x24), góc trên bên phải) | CPM | **40,000** | 0.1%-0.2% | |
| | | On-image Library PC | 750x634, 750x200, 36x36 | CPM | **40,000** | 0.2% | |
| | | On-image Library MB | 580x488, 580x120, 24x24 | | | | |
| | | On-image Video PC | Video tối đa 3.5 MB <45s | CPM | **44,444** | 0.2% | |
| | | On-image Video MB | | | | | |
| NATIVE AD | Native ad | Native ad PC | MB: 640x360, PC: 640x400, Logo 200x200 Title: < 15 ký tự Sapo: < 90 Ký tự | CPM | **27,778** | 0.1%-0.2% | 50%+ |
| | | Native ad MB | | | | | |
| | | Native box PC | 620x400, 475x300, 860x600 | CPM | **30,000** | 0.1% - 0.2% | 40% |
| | | Native box MB | 468x650, 600x860, 860x600 | | | | |

***Note:***

*- Unit cost: after VAT; before discount, SSP fee (GG ssp 10%, Admicro SSP 4%) and marketing fee: brand safety, content insight, SOV committed, ... (if any)*
*- Average CTR and Viewability rates are based on historical data and are to be used for reference only - not to be used for commitment*
*- Free to add video in banner - Auto play + 20% fee (do not applied autoplay fee for Video format)*

***Sitelist:*** ***White list Admicro's inventory***

***Sitelist for Pop-up and Catfish format***

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|---|---|
| POP-UP | Sitelist: nld.com.vn, nongnghiep.vn, tapchitaichinh.vn, bongdanet.vn, baodatviet.vn, anninhthudo.vn, thethaovanhoa.vn, bongdaplus.vn, kinhtechungkhoan.vn, docbao.vn, nhipsongdoanhnghiep.cuocsongantoan.vn, pose.vn, tuoitre.vn, giadinh.net.vn, vneconomy.vn, vtv.vn |
| Catfish | Sitelist nld.com.vn, nongnghiep.vn, tapchitaichinh.vn, bongdanet.vn, baotintuc.vn, baodatviet.vn, anninhthudo.vn, thethaovanhoa.vn, bongdaplus.vn, kinhtechungkhoan.vn, docbao.vn, nhipsongdoanhnghiep.cuocsongantoan.vn, pose.vn, vietnammoi.vn,vietnambiz.vn, tuoitre.vn, giadinh.net.vn, vneconomy.vn, vtv.vn |