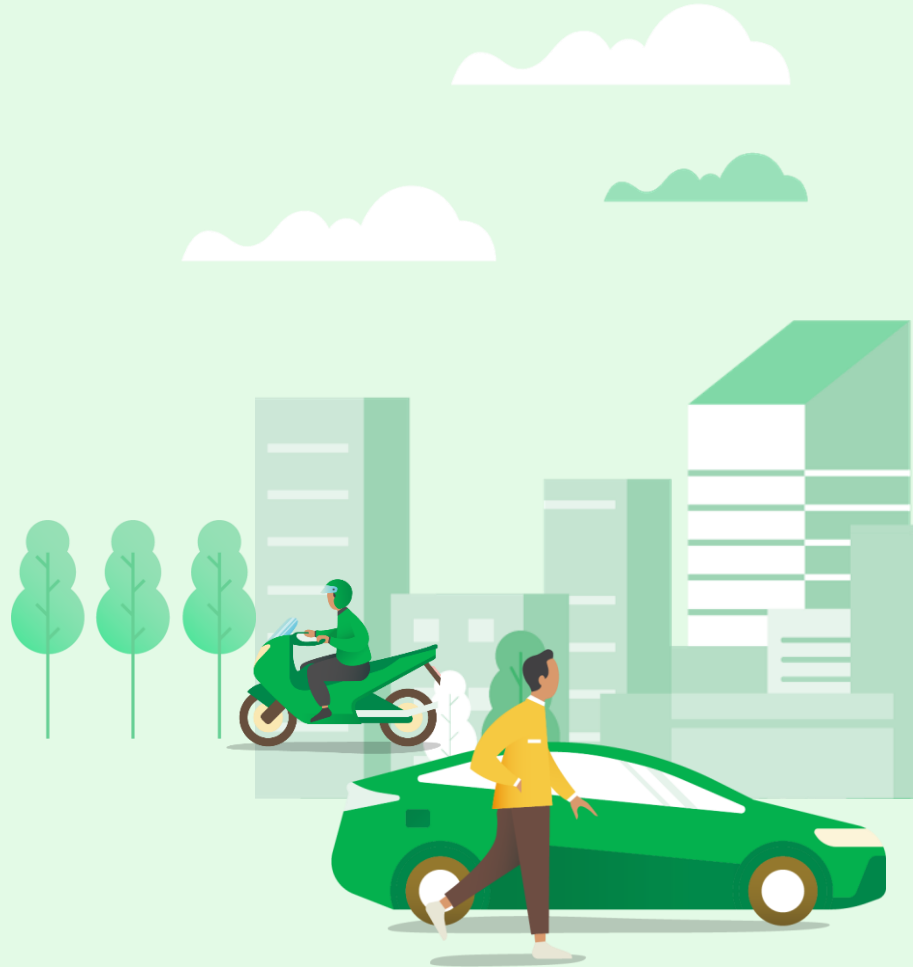


RATE CARD



IN-APP PACKAGE Q2'21

IN APP RATE CARD			
Placement	Product Name	Price Type	Price (VND)
Home Feed	Masthead	CPM	90,000
	Masthead (Post Full, 100% Launch)	CPD	118,000,000
	Native Image	CPM	72,000
	Rewarded Image	CPM	108,000
	Native Video	CPM	96,000
	Rewarded Video	CPM	144,000
	Lead Gen Ads	CPM	108,000
Food In Transit	Native Image	CPM	72,000
	Rewarded Image	CPM	108,000
	Native Video	CPM	96,000
	Rewarded Video	CPM	144,000
Transport Intransit	Native Image	CPM	72,000
	Rewarded Image	CPM	108,000
	Native Video	CPM	96,000
	Rewarded Video	CPM	144,000
Food Feed	Power Banner	CPC	120,000
	Search Ad	CPC	7,500
	Rank Booster basic	CPC	7,500
	Rank Booster Advance	CPC	7,500

FLEET PACKAGE

Product Name	Location	Management Fee (Per Car/Month) (VNĐ)	Production Fee (Per Item/One Time) (VNĐ)	Minimum Unit / Spend Requirement
Car Wraps - 4 seats	HCMC	2,700,000	1,100,000	- 100 Cars/Month/City Minimum - Extra 5% of Management fee will be applied for color &/car models selection - Driver payout (150,000 VNĐ/car/time) will be applied
	HN	2,400,000	1,100,000	
	DN	2,700,000	1,500,000	
Car Wrap - 7 seats	HCMC	3,850,000	1,100,000	
	HN	3,850,000	1,100,000	
	DN	3,850,000	1,500,000	
Bike Board Ads		4,000,000		100 Cars/Month/City Minimum

Product Name	Management Fee (Per Car/Month) (VNĐ)	Production Fee (Per Sampling) (VNĐ)	Minimum Unit / Spend Requirement
In Car Branding	1,000,000	420,000	- 100 Cars/Month/City Minimum Poster options: 1. Size: 21x30; Material: FormeX 2. Size: 50x50; Material: Formex 3. Size: 21x30, Material: Mica 3mm - GPS Rental Fee (200,000/device/month) will be applied for km travel reporting purpose

Product Name	Management Fee (Per Car/Month) (VNĐ)	Sampling Fee (Per Sampling) (VNĐ)	Minimum Unit / Spend Requirement
In Car/Bike Sampling	1,000,000	10,000	- 10,000 Samples Minimum

Thank You!

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