



1. CPM (Cost Per Mile - Cost per thousand impression)

Placements	Format	Dimensions	Size	CPM (VND)
Homepage	Carousel Banner	300x150	< 150 KB	80,000
	Half Banner	167x167	< 150 KB	55,000
	Video 6 seconds	343x193	< 5 MB	85,000
	Video <30 seconds	343x193	< 5 MB	110,000
	Social Feed - Single Photo	1080x1080	< 500 KB	65,000
	Social Feed - Slider 03-05 photos	1080x1080	< 500 KB/photo	70,000
	Social Feed - Photo Album 03-05 photos	Vertical: 864x1080 Horizontal: 1080x565 Square: 1080x1080	< 500 KB/photo	70,000
Social Feed - Video 6 seconds	Vertical: 864x1080 Horizontal: 1080x565	< 10 MB	70,000	
Promotion Hub	Header Banner	375x210	< 150 KB	60,000
Promotion Hub Money Transfer Piggy Bank	Thin Banner	343x114	< 150 KB	60,000
Money Transfer	Thin Banner	343x114	< 150 KB	65,000
Heo Dat	Thin Banner	343x114	< 150 KB	65,000
Transaction Result	Carousel Banner	300x150	< 150 KB	55,000
Noti center	Native Ad	37x37	n/a	50,000

2. CPC (Cost Per Click)

Placements	Formats	Category	CPC (VND)
All placements	All formats except video ad	Banking & Financial Services	From 6,000 (*)
		Real estate/Automotive	6,000
		Others	5,000

(*): Banking & Financial services clients will go under case by case pricing model

	Applied buying format	
	CPM	CPC
Additional Fee		
Targeting fee - Demographic (Age/Location/Gender)	Free of charge	Free of charge
Targeting fee - Behavior	Free of charge	15% on unit cost
Media Booking Rules		
Minimum booking budget/month	50,000,000 VND	40,000,000 VND
Banner selection	Yes	No
Minimum booking formats	02 formats	All formats

3. Advanced Ad Solutions

Solutions	Description	Fee
Reward Ad/ Voucher collect	Click ads and receive/collect voucher Only applied for carousel banner, thin banner, half banner	10,000,000 VND/ campaign
Survey Ad	Click ads to do survey on MoMo App	20,000,000 VND/ survey form
Greeting Card/Transaction Theme/Sticker	User choose brand's greeting card and add sticker to transfer money/chat with friends	Seasonal fee Contact for detail
Social feed - Poll	Users click to choose answer	5,000,000 VND/ poll
Official Account	Create & manage account <i>Content provided by client</i>	Determined case by case

4. Payment-On-Behalf Fee

Apply the following fees for transactions under 3,000,000 VND/transaction:

No. Transaction/month	VND/ transaction
<1,000	5,000
1,000 - 5,000	3,000
>5,000	2,000

Note: Apply the following fees for transactions more than 3,000,000 VND/ transaction: 0,15%/ total transaction values

5. Online to Offline

Description	Fee
Operation and hosting promotion program with retailers	Check case by case

6. Deal Listing (Promotion Hub)

Objective	Fee	Example
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Sell vouchers	15%/transaction	- Deal listing: Gift card 500,000 VND - Deal cost: 30,000 VND - Transaction fee = 15% x 30,000 VND = 4,500 VND/ transaction - Remaining selling cost/ transaction = 30,000 - 4,500 = 25,500 VND paid to partner
Distribute vouchers	Determined case by case Deal cost range from 1,000 VND/ deal	- Deal listing: Discount 20% for bill from 100,000 VND - Deal cost: (from) 1,000 VND - Transaction fee = Deal cost: (from) 1,000 VND

7. Mini App

Platform fee	5,000,000 VND/ year
Payment fee	Minimum 3% per transaction & case by case
Development fee	Case by case

8. Gamification

Game type	3D complex	2D Complex	2D Simple	
Game name	MOMO JUMP	FLY WITH MOMO POP POP	LUCKY WHEEL SLOT MACHINE	MOMO SHAKE
Basic	-	-	From 50,000,000 VND	From 50,000,000 VND
Advanced	-	From 400,000,000 VND	From 150,000,000 VND	From 170,000,000 VND
Premium	From 500,000,000 VND	-	-	-
Management fee	10%/ campaign			

Each package can be customized based on MoMo's guideline

Not included: design, reward, online to offline fee

9. Heo Đât - Donation & CSR Platform

Event	Hosting Fee
Heo Dat School - Quizz	20,000,000 VND/quiz/ week
Walking with MoMo	80,000,000 VND/ campaign
Management fee	10%/ campaign

Not included: design, reward, donation & quizz production fee

10. Cinema Media Booking

Description	Detail
Available cinemas	CGV/ Galaxy Cinema/ Lotte Cinema/ BHD/...
Available booking inventory	TVC POSM (ticket booth, welcome gate, seat/stair cover,...) Wifi Marketing Cinema owned media channels (website/facebook/app...) Others

Note: feasibility need to be checked case by case

10% VAT is not included in this ratecard

ads@mservice.com.vn