



CNET Asia Ad Specifications: CNET Asia Reviews Most Popular Chart



Border

Logo/Image: 2 different sizes of images must be supplied for 2 different placements

Placement Example:

Item	Specifications
I. Most Popular Chart	
Creative Dimensions for Logo/Image	1) Channel Index page - 350(width) x 60 (height) pixels 2) Overview page - 300(width) x 60 (height) pixels * 2 different sizes for the logo/image is required for submission.
Maximum File Size	20K maximum
Animation	30 seconds maximum
Frame Rate	12-15 frames per second maximum
Image Format	GIF or JPEG
Border Background color	The border color must be specified in HTML code by the client and is subject to approval by CNET
Alt Text	Optional and must be limited to 60 characters.
Linking URL	An active URL must be provided and cannot exceed 128 characters.
Testing	All creative must function uniformly on both Mac and PC platforms as well as 4.x and higher versions of Netscape and Internet Explorer.

Material Submission Deadlines

- GIF, JPEG – Three (3) business days prior to start date.
- CNET Networks reserves the right to reject creatives on a case-by-case basis. For specifications and examples of all CNET Asia ad units, please refer to <http://www.asia.cnet.com/services/adgallery>