



CNET Asia Ad Specifications **IMPACT LAUNCH UNIT (ILU)**

Definition

The Impact Launch Unit is an eye-popping advertisement providing marketers with an expandable canvas on which to paint their messages. The ILU opportunity is available for up to a weeklong period on various high-traffic areas of CNET Networks.

The Impact Launch Unit (ILU) is composed of three creative components: Leaderboard, Splash and On-Expand. Upon initial load of the page, the ILU displays the Leaderboard and Splash creative. After a few seconds, the Splash creative rolls back and only the Leaderboard is displayed. To display the On-Expand creative (displayed below the Leaderboard), the user must select an Expand instruction. To have the On-Expand creative disappear, the user selects a Collapse instruction. Toggling between Expand and Collapse modes redisplay the On-Expand creative only. Throughout the ILU experience, the Leaderboard remains in its top position and uses the same creative in all display modes. The Splash screen is viewed only upon the initial load of the page.

Placement example:



LAUNCH MODE

Upon the ad unit's initial display: the Leaderboard and Splash creative





COLLAPSE MODE

After Splash creative disappears, Leaderboard remains displayed

Intel PRO Network Connections
Speed network applications while multitasking with Gigabit Ethernet and HT Technology.
Learn more

Leaderboard

EXPAND MODE:

Upon user initiation, the Leaderboard displays with the On-Expand creative

Intel PRO Network Connections Do more. Intel PRO Network Connections Do it faster. intel

Speed network applications while multitasking with Gigabit Ethernet and HT Technology.
Learn more

Leaderboard

On-Expand Creative



Important Notes:

Advertisers need to submit creative components listed below. CNET Networks will integrate the creative into its customized DHTML template once all assets are delivered and in spec.

The ILU is comprised of three ad components: Leaderboard, Splash and On-Expand

How the Impact Launch Unit works:

1. For Flash and DHTML enabled users

The Leaderboard and the Splash screen are the first 2 creative units paired upon the unit's initial display. After 3-5 seconds (display time varies depending on the user's browser and bandwidth), the Splash screen disappears and the Leaderboard remains displayed. The On-Expand creative is displayed upon user initiation.

The technical functionality to display the Splash screen for its short duration and the interactivity between the Leaderboard and On-Expand creative is handled by CNET Networks. The advertiser has the opportunity to have text/imagery in the Leaderboard creative to encourage the display of the On-Expand creative, but is NOT REQUIRED to build toggle functionality into the ad.

The On-Expand creative is displayed by the user's action in either of the following two locations:

1. The CNET Expand/Collapse button in the upper right corner above the Leaderboard. This button and its functionality are developed by CNET Networks.
2. The advertiser's text/imagery in the Leaderboard to encourage display of the On-Expand creative (such as "Click here to expand").

If the advertiser wants to build the technical functionality to display/collapse the On-Expand creative from within the Leaderboard, please refer to the Leaderboard and On-Expand specs below for this scripting information. Even if the advertiser's Leaderboard and On-Expand files include the technical functionality to toggle between the Leaderboard and On-Expand files, CNET Networks always includes its own toggle functionality with the button in the upper right corner outside the unit. If the advertiser builds in their own toggle functionality, the user has the option to use either the advertiser's capability from within the Leaderboard or use CNET Networks' button functionality.

2. For non-Flash users

Same interactivity and file loading sequence as described above for Flash/DHTML enabled users EXCEPT the user views the GIF versions of the three ad components. The user engages the On-Expand creative to display by using the CNET Networks Expand/Collapse button functionality.

3. For non-DHTML users

These users can not view the Splash creative, nor can they interact within the Leaderboard to view the On-Expand creative. Therefore, the advertiser **MAY** need to submit a unique Leaderboard GIF file **ONLY** if the Leaderboard GIF (for non-Flash users) uses 'expand' and/or 'collapse' text to view the On-Expand creative. If the Leaderboard GIF (for non-Flash users) contains NO 'expand'/'collapse' language, then the Leaderboard GIF (for non-Flash user) can be also be used for the non-DHTML user. If the Leaderboard GIF (non-Flash user) is to be used for the non-DHTML user, the Leaderboard GIF's (non-Flash user) messaging and functionality should work as a stand-alone ad unit.

4. Ad Serving Information:

ILU System Configuration Viewing Guide			
	IE 4.0+ w/ Flash	IE 4.0+ without Flash	Other system configurations
Leaderboard	Leaderboard Flash	Leaderboard GIF/JPG	Leaderboard Flash or GIF/JPG
Splash	Splash GIF/JPG	Splash GIF/JPG	Not Served
Expand	Expand Flash	Expand GIF/JPG	Not Served

Pre-Loader:

There must be a pre-loader associated with each movie, including the initial file. The pre-loader must loop continually until the entire movie is loaded on the user's machine.



Item	Specifications
I. Leaderboard	
Ad Unit Dimensions	728w x 90h pixels
Maximum File Size	25K maximum (GIF/JPEG), 39K maximum (Flash)
Animation	Unlimited
Image Format	<p>Flash, GIF or JPG</p> <p>1. Flash</p> <p>a. Must be:</p> <ul style="list-style-type: none"> -- single file -- exported as Flash 5 or Flash MX/6 .swf only -- all Flash files must be the same version <p>Optional: (see Important Notes at beginning of spec) If building Expand and Collapse actions into the Flash unit, the Flash file must use the following action script in the getURL statement: <code>javascript:void parent.toggleAd(); target="_self"</code></p> <p>b. See Flash Tracking Grid at the end of this document to understand how to build the Flash file and include tracking</p> <p>2. GIF or JPG: Required for Flash submissions used as the alternative GIF OR used as the Leaderboard creative</p> <p>a. Expand and Collapse actions are handled by CNET Networks.</p> <p>b. Links: 2 options:</p> <ul style="list-style-type: none"> A. Up to 10 individually tracked links with CNET Networks tracking B. Unlimited links tracked in aggregate with CNET Networks tracking <p><i>Note: Image maps must be client-side and image map code must be supplied within an HTML file</i></p> <p>3. GIF or JPG for non-DHTML users This GIF Leaderboard is served to users who are unable to view DHTML pages. Without DHTML enabled, the user is not able to view any expand creative. Therefore, this GIF Leaderboard should not contain specific text such as 'expand'/'collapse.' (See the Important Notes as the beginning of this document for more information about this file.)</p>
CPU Resource	The flash creative is not supposed to take up more than 50% CPU resources based on information in the Performance tab of Windows XP Task Manager. If the 50% of CPU resources are used in a matter of a portion of a second or the CPU is loaded way over 50% at the peak time, we consider the flash creative takes up too many resources.
II. Splash	
Note: The "Splash" creative will only appear for DHTML enabled users. Users will be cookie'd and not served the "Splash" creative until 12 hours later.	
Ad Unit Dimensions	728w x 210h pixels
Maximum File size	25K maximum (GIF/JPEG)
Animation	3-5 seconds maximum
File Format	GIF or JPG only
Sound	None



III. On-Expand Creative		
Ad Unit Dimensions	728w x 210h pixels	
File Format	Flash, GIF, JPG	
File Format	1. Flash	
	File Size	25K maximum (GIF/JPEG), 39K maximum (Flash) 4 subsequent files at 39K ¹ ¹ Subsequent files can only be loaded upon user interaction.
	Animation	Unlimited
	Flash Version	a. Must be: -- exported as Flash 5 or Flash MX/6 .swf only -- all Flash files must be the same version b. See Flash Tracking Grid at the end of this document to understand how to build the Flash file and include tracking
	Tracking	Please refer to the Flash Tracking grid at the bottom of the page for more information on tracking. Creative must be delivered as a .SWF (Flash Player File)
	Sound	Must be user initiated with a visible "off" button
	Collapse Functionality	Optional: (see Important Notes at beginning of spec) If creative has wording to collapse the expand window, then it must use the following action script in the getURL statement: javascript:void parent.toggleAd(); target="_self"
	CPU Resource	The flash creative is not supposed to take up more than 50% CPU resources based on information in the Performance tab of Windows XP Task Manager. If the 50% of CPU resources are used in a matter of a portion of a second or the CPU is loaded way over 50% at the peak time, we consider the flash creative takes up too many resources.
	2. GIF/JPG: Required for Flash submissions (used for the alternative GIF) OR used as the On-Expand creative	
	File Size	25K maximum (GIF/JPEG), 39K maximum (Flash)
Animation	Unlimited	
Collapse Functionality	Action code supplied by CNET.	



Flash Tracking Grid

Important: If you are developing Flash creative please review the table below for specific information on implementing Flash tracking and subsequent movie set-up.

Flash 5 and Flash MX/6	
Single Movie	For instructions, please click on the link below. http://asia.cnet.com/services/adgallery/clicktag.htm
Multiple Movies	For tracking multiple sub movies within the expanded flash movie separately, each sub movie must be provided a unique click tracking string variable. The clickTag variable is still being used but it is followed by the next incrementing number for each click in the sub movie starting with clickTag1; so the first click will use clickTag1, the second will use clickTag2, and so on) with a maximum of 5 unique clickTags. The value of these clickTag variables will be defined with CNET Network's own tracking code. For the first click: <pre>on(release){ getURL(_root.clickTag1,"_level2"); call ("_level99.movie1"); }</pre> And for the second click and so on: <pre>on(release){ getURL(_root.clickTag2,"_level2"); call ("_level99.movie2"); }</pre>

Third Party Serving

CNET Networks will NOT allow third party serving of any creative type listed above, however, click redirects either in Flash (GetUrl statements) and/or GIF/JPEG/HTML (A HREF) and 1x1 impression GIFs will be accepted.

What files to Submit to CNET Networks:

This table outlines the file deliverables to CNET Networks and their application.

Ad Unit	Flash/DHTML-enabled	Non-Flash enabled	Non-DHTML enabled
Leaderboard	Flash	GIF/JPG version 1 This Leaderboard creative can include text/imagery to invite the user to view the On-Expand creative	GIF/JPG version 2 Needed ONLY if the Leaderboard GIF/JPG file (version 1) includes 'expand'/'collapse' text
Splash	GIF/JPG	GIF/JPG	Not required
On-Expand	Flash	GIF/JPG	Not required

Material Submission Deadlines

New ILU clients: 10 business days prior to start date.
Existing ILU clients: 7 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 CNETAsia ad units, please refer to <http://www.asia.cnet.com/services/adgallery>