



## CNET Asia Ad Specifications

# OVERPAGE (OP)

### Placement Example:



### Definition

Overpage is an eye-catching advertisement that floats above CNET Asia content.

### How It Works

Overpage creative appear with a leaderboard image and transparent layer which will disappear in 10 seconds, leaving the leaderboard image. A "CLOSE" button on the leaderboard flash portion of the overpage is necessary for closing the transparent layer. Once the transparent layer is closed, a "REPLAY" button will display in place of the "CLOSE" button.

Item	Specifications
<b>I. Overpage</b>	
<b>Dimension</b>	Leaderboard: 728 pixels x 90 pixels Transparent layer: 728 pixels x 400 pixels
<b>File Format</b>	Leaderboard: GIF/JPEG & Flash (if applicable) Transparent Layer: Flash
<b>Maximum File Size</b>	25K maximum (GIF/JPEG) 39K maximum (Flash)* * Max 4 sub. loads of 39k each. Subsequent files can only be loaded upon user interaction.
<b>Animation</b>	30 seconds maximum for initial movie
<b>Frame Rate</b>	12-15 frames per second maximum
<b>Rotation</b>	Maximum of 6 creatives in rotation per campaign
<b>Image Format</b>	Flash, GIF or JPEG  <b>1. Flash:</b> <ul style="list-style-type: none"> <li>▪ Exported as Flash MX (6), Flash MX 2004 (7) or Flash Professional (8) only.</li> <li>▪ Creative must be delivered as a .SWF (Flash Player File).</li> <li>▪ 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.</li> </ul> <b>2. GIF or JPEG:</b> <ul style="list-style-type: none"> <li>▪ Default GIF required for Flash submissions.</li> </ul>
<b>Flash Transparency on Netscape</b>	Please be advised that Netscape does not support transparent parameters. Designers are recommended to use a background in the flash movie that resembles the background of the CNET Asia page on which the overpage is running.
<b>Alt Text</b>	Optional and must be limited to 60 characters.
<b>Linking URL</b>	An active URL must be provided and cannot exceed 128 characters.



<b>Testing</b>	All creative must function uniformly on both Mac and PC platforms as well as 4.x and higher versions of Netscape and Internet Explorer.
<b>No. of Links</b>	5 Max for each creative with CNET Networks tracking* *Only for subsequent files. For separate tracking, please request for tracking URL before creating creatives.
<b>Looping</b>	All animated flash /backup creatives should be looping indefinitely and a replay button is not needed.
<b>Sound</b>	Sound must start in the off position for all movies. The use of audio streams that last one second or longer must be initiated by click only with a clearly labeled Audio on/off button. Sound under one second is allowed for mouse-over events (this refers to "click or "beep" sounds). However, if deemed too distracting, CNET Networks reserves the right to ask that the advertiser remove them.
<b>CPU Resource</b>	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. Flash Tracking Grid

<b>Single Movie</b>	<ul style="list-style-type: none"> <li>▪ clickTag is used in the URL</li> <li>▪ clickTag can only be attached to a button and triggered by the onRelease function</li> <li>▪ URL box is set for an expression</li> <li>▪ Target window is set appropriately (target="_blank")</li> <li>▪ Sample File: <a href="http://www.asia.cnet.com/services/adgallery/clickTag_sample_mx.zip">http://www.asia.cnet.com/services/adgallery/clickTag_sample_mx.zip</a></li> </ul> <p><b>For example:</b></p> <pre>on( release ){     getURL(_root.clickTag,"_blank"); }</pre>
<b>Multiple Movies</b>	<p>For tracking multiple sub movies within the flash movie separately, each sub movie must be provided a unique click tracking string variable. The clickTag variable is still being used (Refer to 'Single Movie' section), 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.</p> <p><b>For example:</b></p> <p>For the first click:</p> <pre>on( release ){     getURL(_root.clickTag1 + "submovie1.swf","_level2");     call ("_level99.movie1"); }</pre> <p>And for the second click and so on:</p> <pre>on( release ){     getURL(_root.clickTag2 + "submovie2.swf","_level2");     call ("_level99.movie2"); }</pre>

**Material Submission Deadlines**

- Seven (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 CNET Asia ad units, please refer to <http://www.asia.cnet.com/services/adgallery>