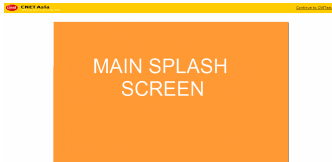




CNET Asia Ad Specifications: All Access Ad Unit

Placement Example:



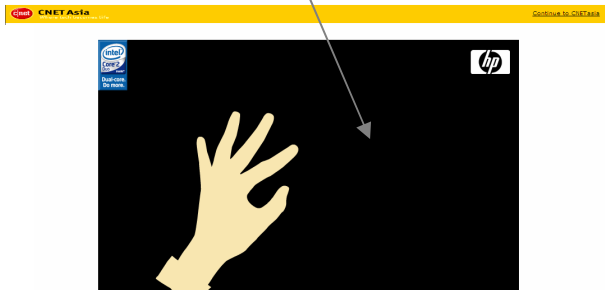
Definition

The All Access ad unit consists of a splash screen Intromercial and “leave-behind” unit (a reminder rectangle). This ad unit is cooked and served to unique users once per week (or as otherwise agreed with advertiser) only on the first page of a user's session start.

CNETAsia restricts Intromercial activity and will assess each Intromercial request on a case-by-case basis. Please contact us at mediasales-sg@cnet.com for details.

Example: (not to size)

Intromercial



After the Intromercial completes its animation, the CNETAsia page displays with the Rectangle.

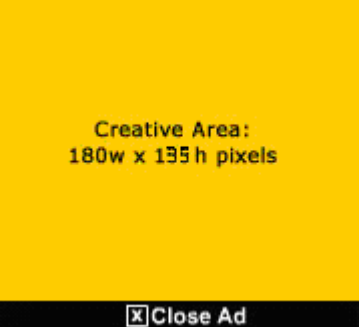




All Access Unit Technical Specifications

Item	Specifications
1. Intromercial	
Ad Unit Dimensions	Creative Area: 750w x 450h pixels
File Size	75K maximum
File Format	Flash only -- single file -- exported as Flash 6 .swf only
Default GIF	None required. Users whose system configurations don't meet the Intromercial viewing requirements will go directly to the requested CNETAsia page.
Animation	10 seconds maximum; keeping your animation to 5-7 seconds will ensure your entire animation displays before the Intromercial resolves to the Rectangle.
Number of Links	None.
2. Rectangle	
Ad Unit Dimensions	Overall: 180w x 150h pixels Creative area: 180w x 135h pixels Close button area: 180w x 15h pixels
File Size	Flash: 39k maximum
File Format	exported as Flash 6 .swf only
Animation	30 seconds maximum for initial movie.
Ad Unit Rotation	Maximum of 1 creative in rotation per campaign.
Alt Text	Optional and must be limited to 60 characters.
Linking URL	An active URL must be provided and cannot exceed 128 characters.
Number of Links	No CNET Networks tracking: Unlimited
Sound	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 mouseover 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.
Functionality	The creative area must be clickable with the FS command to open the url on a new window: <pre>on(release) { fscommand("Clickthru"); }</pre>
Drop-Down Menus	FLASH: n/a
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.
Image Maps	FLASH: n/a



Close Ad Button REQUIRED	Description	The Close Ad button must appear beneath the rectangle ad at all times; the ad creative may never cover this bar.	Example 
	Color	Black only; must be opaque, no transparency effects	
	Ad Unit Dimensions	180w x 15h pixels	
	Text	Arial 11 point on a black background; A white "close" icon (an X within a square) should appear to the left of the text.	
	Position	Must be at the bottom of the Rectangle's creative area	
	Functionality	The entire button must be clickable with the FS command to close the ad: <pre>on(release) { fscommand("ebQuit"); }</pre>	
	File Format	Same as Rectangle's format requirements and must be part of the same Flash .swf file	

The All Access ad unit creatives must be submitted to CNETAsia **7 business days prior to scheduled launch**.

Any Intromercial/Rectangle ad not conforming to the above specifications will not be placed online and may result in a delayed start date.

For rates and sponsorship opportunities: mediasales-sg@cnet.com