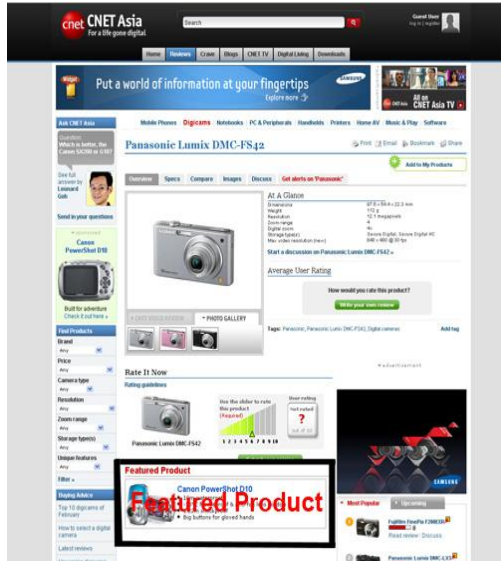


CBS Interactive Specifications

FEATURED PRODUCT HIGHLIGHT

(Applicable to CNET Asia only)

Placement Example:



Availability:

Exclusive placement on Product Overview pages on selected channels.

Definition:

A featured product highlight box with clickable images and text descriptions, which appears on Product Overview pages.

Please enter the data in the orange shaded boxes.

Item	Enter your content here. Click in the orange box to start typing.
I. Product Model Name	
Max. character	30 characters (with space)
Text	
II. Desired Product Images	
Image Format	GIF, JPEG, BMP, PNG or PSD
No. Of Images	2
Min. Resolution	72 dpi
Attachment Names	
III. Product description (Max 4 bullet points)	
Max. character	45 characters (with space)
Bullet Point #1	
Bullet Point #2	
Bullet Point #3	
Bullet Point #4	
IV. Clickthrough URL	
URL	

Material Submission Deadlines

- Five (5) business days prior to start date.

CBS Interactive reserves the right to reject creatives on a case-by-case basis. For specifications and examples of all CBS Interactive ad units, please refer to <http://asia.cnet.com/advertise/>

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

Questions

For questions or feedback regarding specifications, please email adops-sg@cnet.com with 'Ad Specification Question' in the subject line

