


## CBS Interactive Ad Specifications: Messaging Plus Unit

Placement Example:

<p><b>Eligible Ad Units</b></p> 	<p><b>Messaging Plus Unit</b> – 300w x 250h pixels</p> <p>Contact CBS Interactive for specific placement opportunities. Click <a href="#">here</a> to locate your sales representative.</p>
<p><b>Maximum File Size</b></p>	<p>35K maximum (GIF/JPEG) 50K maximum (Flash) * Max 4 subsequent file loads of 50k each. Subsequent files can only be loaded upon user interaction.</p>
<p><b>Image Types</b></p>	<p>Flash, GIF or JPEG</p> <p>1. Flash:</p> <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> <p>2. GIF or JPEG:</p> <ul style="list-style-type: none"> <li>Default GIF required for Flash submissions.</li> </ul>
<p><b>Flash</b></p>	<p><b>Version: Max Flash Version up to 8.</b></p> <p>*If CBS Interactive is hosting the Flash creative, please ensure that clicktags are first encoded.</p> <pre>on( release ){     getURL(_root.clickTag,"_blank"); }</pre> <p>For detailed information on tracking and clicktag implementation, please refer to: <a href="http://asia.cnet.com/services/adgallery/clicktag.htm">http://asia.cnet.com/services/adgallery/clicktag.htm</a>.</p> <p>For clicktag validation, please refer to:</p>

	<a href="http://gts.dartmotif.com/validator/">http://gts.dartmotif.com/validator/</a>
<b>For multiple movie tracking</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 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><b>For the first click:</b></p> <pre>on( release ){     getURL(_root.clickTag1 + "submovie1.swf", "_level2");     call (" _level99.movie1"); }</pre> <p><b>And for the second click and so on:</b></p> <pre>on( release ){     getURL(_root.clickTag2 + "submovie2.swf", "_level2");     call (" _level99.movie2"); }</pre> <p>Creative must be delivered as a .SWF (Flash Player File)</p>
<b>Frame Rate</b>	12-15 frames per second maximum
<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>Audio/Video User Control</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 mouseover events (this refers to "click or "beep" sounds). However, if deemed too distracting, CBS Interactive reserves the right to ask that the advertiser remove them.
<b>Testing</b>	All creative must function uniformly on both Mac and PC platforms as well as multiple browser versions of Netscape, Internet Explorer, Firefox, and Mozilla. If the rich media creatives will not display properly in some browsers, at least a default GIF/JPG must be shown.
<b>No. of Links</b>	5 Max for each creative with CBS Interactive 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.

### Third-Party Serving Guidelines

- Third-party tags must serve a default GIF/JPG for browsers that do not support rich media.
- CBS Interactive must approve all creative prior to launch.
- CBS Interactive prohibits creative substitution or modification, via the Third-party vendor, to existing campaigns without prior approval.  
If creative is changed through the third-party vendor without prior approval, campaigns will be immediately inactivated until creative complies with our specifications.
- "Fourth-party" serving is not supported.

### Submission Guidelines

Please send e-mail to [adops-sg@cnet.com](mailto:adops-sg@cnet.com)

#### Material Submission Deadlines

##### **New campaigns:**

Please submit creative five business days prior to start date.

##### **Third party fragments (Redirect Tags):**

Please submit creative three 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/>

### Questions

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

**For rates and sponsorship opportunities: [mediasales-sg@cnet.com](mailto:mediasales-sg@cnet.com)**