

CBS Interactive Specifications

SEARCH & COMPARE PRODUCT HIGHLIGHT (Applicable to CNET Asia only)

Placement Example:



Availability:

Exclusive placement on Search and Compare results pages on selected channels.

Definition:

A product highlight box with clickable images and text descriptions, which appears on top of search results.

Please enter the data in the orange shaded boxes.

| Item | Fill in the following information. (orange shaded boxes) |
|----------------------------------------------------|----------------------------------------------------------|
| I. Product Model Name | |
| Max. character | 50 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 (4 bullet points) | |
| Max. character | 75 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/>

Questions

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

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