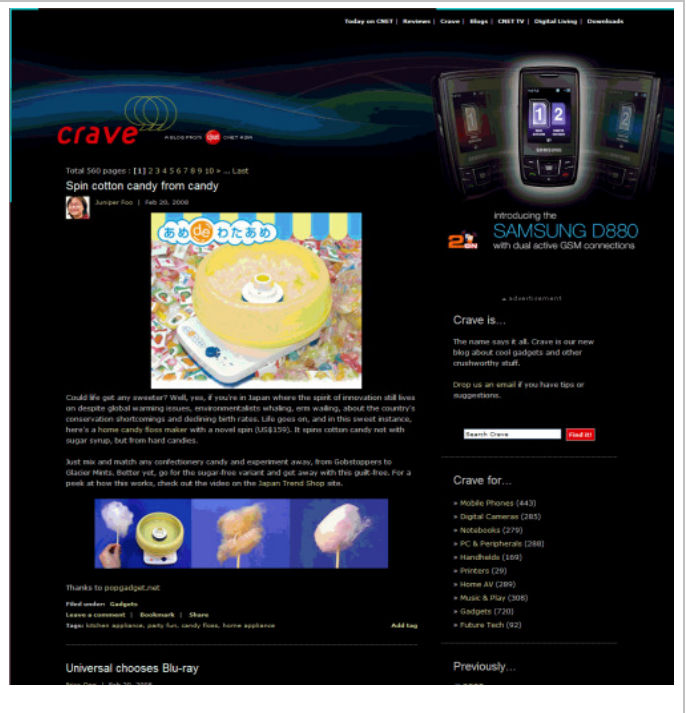


CBS Interactive Ad Specifications

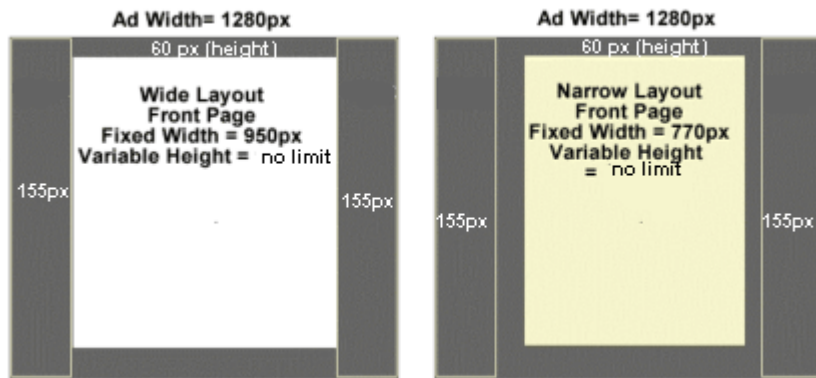
SKIN

Placement Example:
Index channel, Buying Guide and Crave channel



Item	Specifications
1. Non clickable skin	
Skin width	Min. 1024 pixels Max. 1400 pixels (CNET Asia readers' average screen resolution: 1024 – 1152 pixels)
Skin height	No limitation
File format	PSD (Photoshop) *Submitted using CNET Asia's skin template (template to be provided by CBS Interactive)
Background color	Available in white or black background.
MPU/SMPU	The design of SMPU or MPU can be a part of skin design (See sample above)
Clickable portion	Skin is not clickable. SMPU or MPU area is clickable, if any.

2. Clickable skin (Crave Index channel only)



Skin width	1280 pixels
Skin height	Height is unlimited (dependent on the page height) Creative has to be gradient out to a flat colour.
Ad content	<ul style="list-style-type: none"> Content area should be on top and both sides of Front Page <ul style="list-style-type: none"> * Left & Right portion; Height: unlimited / Width: 155px * top portion; Height: 60px / Width: 1280px Static image or with animation Clickable Concept design has to be approved by CBS Interactive
File format	3 SWF files (Top skinner with dimension 1280 width x 60 height, Right and Left skinner with dimension 155 width x unlimited height) Please submit FLA, font types files as well.
Background color	Available in white background only.
MPU/SMPU	The design of SMPU or MPU can be a part of skin design (See sample above)
Clickable portion	Top, left and right portions of skin are clickable. SMPU or MPU area is clickable, if any.

Material Submission Deadlines

- Ten (10) business days prior to start date to enable thorough testing.

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