

**CBS Interactive Ad Specifications**

**SPOTLIGHT**

(Applicable to CNET Asia only)

Placement Example:

Cycles between 2 images

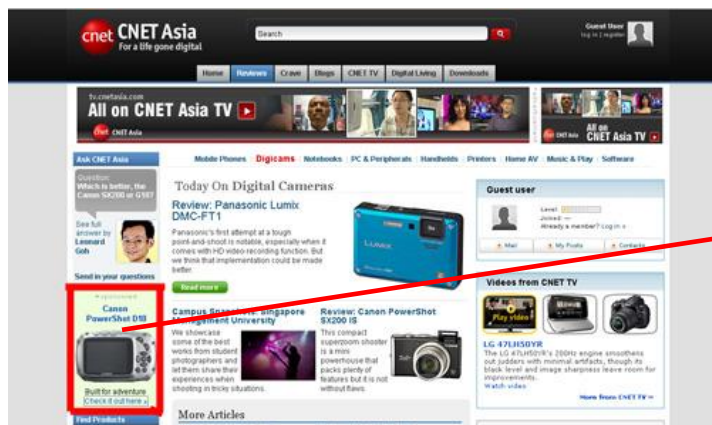


Image A



Image B

Please enter the data in the orange shaded boxes.

Item	Fill in the following information (orange shaded boxes)
<b>I. Product Model Name</b>	
Max. character	20 characters (including space)
Text	
<b>II. Desired Product Image</b>	
Image Format	GIF, JPEG, BMP, PNG and PSD
No. Of Images	2
Min. Resolution	72 dpi
Min. Size	120 x 90 pixels
Attachment Name	
<b>III. Product description</b>	
Max. character	50 characters (including space)
Text	
<b>IV. Clickthrough URL</b>	
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](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)

