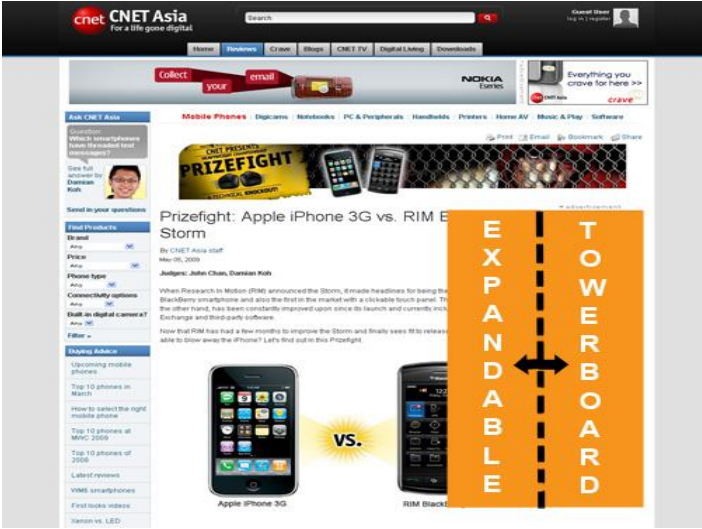



**CBS Interactive Ad Specifications:**  
**Expandable Tower Board ( Only for CNET Asia )**

**Placement Example:**

**I. Standard Expandable Tower Board**

<p><b>Eligible Ad Units</b></p> 	<p><b>Tower Board – 160w x 600h pixels</b></p> <p>Contact CBS Interactive for specific placement opportunities.          Click <a href="#">here</a> to locate your sales representative.</p>
<p><b>Expand Dimensions</b></p>	<p><b>Tower Board ( horizontally expandable)</b></p> <p>Cannot expand beyond its original height and can expand horizontally by no more than 200 pixels from the right edge of the creative.</p> <p>Please choose either Expand Action 1 or 2.</p>
<p><b>Expand Action I</b></p> 	<p><b>How It Works</b></p> <p>When the user's mouse cursor is over the Tower board, the expanded portion should be shown. And when the user's mouse cursor is out of the expanded or the Tower board region, the expanded portion (360x600) should then be retracted to the TB size (160x600). There shouldn't be a transparent (360x600) layer residing when the expanded portion is closed.</p>
<p><b>Expand Action II</b></p>	<p><b>How It Works</b></p> <p>Creative appear with a towerboard image and transparent layer which will disappear in 10 seconds, leaving the towerboard image. A "CLOSE" button on the towerboard flash portion of the creative is necessary for closing the transparent layer. Once the transparent layer is closed, a "REPLAY" button display in place of the "CLOSE" button. There shouldn't be a transparent 360x600 layer residing when the expanded portion is closed</p>

<b>Maximum File Size</b>	GIF : 35k Flash : 65k
<b>Image Types</b>	<b>GIF, JPEG</b> When the user's browser can't handle a flash ad, default image ad must be served. This image ad should not have any 'Roll Over' messaging since it is a general 'Click here' banner and must be GIF or JPEG format.
<b>Flash</b>	<p><b>Version: Macromedia Flash Version up to 8</b> *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: <a href="http://gts.dartmotif.com/validator/">http://gts.dartmotif.com/validator/</a></p>
<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</p>

	Player File)
<b>Frame Rate</b>	20 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>Third Party Tag Format</b>	JavaScript tags with a NOSCRIPT portion are required for expand ads.

## II. Motif Expandable Towerboard

Motif expandable towerboard has the same specifications as standard expandable towerboard, with the following extra tracking features:

<b>Motif Standard Metrics (Tracked automatically)</b>	<ul style="list-style-type: none"> <li>• Average display time</li> <li>• Average interaction time</li> <li>• Interactive impressions</li> </ul>
<b>Motif Custom Metrics (Unique Assignments)</b>	<ul style="list-style-type: none"> <li>• Exit links (user clicks on specific links, etc)</li> <li>• Event counters (user interactions such as mouseover, etc)</li> <li>• Timer Events (time user interacts with ad element)</li> <li>• Movie Loads (measures use of additional content/assets, etc)</li> </ul>
<b>Files submission requirements:</b>	<ol style="list-style-type: none"> <li>1) FLA files with *click tag embedded</li> <li>2) SWF files</li> <li>3) Backup GIF/JPG</li> <li>4) Font type files (without vector/outline font in the creative)</li> <li>5) Max Flash version up to 8</li> </ol>

### 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**

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)**