

CNET Asia Ad Specifications:

Expandable Leaderboard & Overpage

Placement Example:

I. Standard Expandable Leaderboard

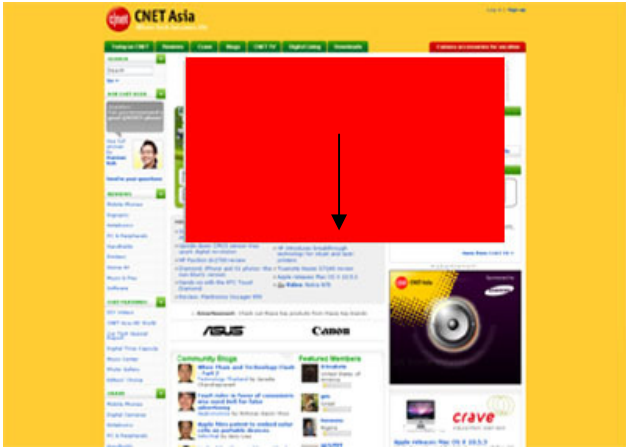
<p>Eligible Ad Units</p> 	<p>Leaderboard – 728w x 90h pixels</p> <p>Contact CNET Networks for specific placement opportunities. Click here to locate your sales representative.</p>
<p>Expand Dimensions</p>	<p>Leaderboard</p> <p>Cannot expand beyond its original width and can expand vertically by no more than 310 pixels from the bottom edge of the creative. Please choose either Expand Action 1 or 2.</p>
<p>Expand Action 1 (Standard expandable Leaderboard)</p>	<p>How It Works</p> <p>When the user’s mouse cursor is over the leaderboard, the expanded portion should be shown. And when the user’s mouse cursor is out of the expanded or the leaderboard region, the expanded portion (728x400) should then be retracted to the leaderboard size (728x90). There shouldn’t be a transparent 728x400 layer residing when the expanded portion is closed</p>
<p>Expand Action 2 (Overpage)</p>	<p>How It Works</p> <p>Overpage creative appear with a leaderboard image and transparent layer which will disappear in 10 seconds, leaving the leaderboard image. A “CLOSE” button on the leaderboard flash portion of the overpage is necessary for closing the transparent layer. Once the transparent layer is closed, a “REPLAY” button will display in place of the “CLOSE” button. There shouldn’t be a transparent 728x400 layer residing when the expanded portion is closed.</p>
<p>Maximum File Size</p>	<p>GIF : 35k Flash : 65k * Max 4 sub. loads of 65k each. Subsequent files can only be loaded upon user interaction.</p>

Image Types	GIF, JPEG 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.
Flash	Version: Flash Version up to 8 If CNET Networks is hosting the Flash creative, please ensure that clicktags* are first encoded. For detailed information on tracking and clicktag implementation, please refer to: http://asia.cnet.com/services/adgallery/clicktag.htm *If CNET Networks is hosting the Flash creative, please ensure that clicktags are first encoded. <pre> on(release){ getURL(_root.clickTag,"_blank"); } </pre>
For multiple movie tracking	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. For example : For the first click: <pre> on(release){ getURL(_root.clickTag1 + "submovie1.swf","_level2"); call ("_level99.movie1"); } </pre> And for the second click and so on: <pre> on(release){ getURL(_root.clickTag2 + "submovie2.swf","_level2"); call ("_level99.movie2"); } </pre> Creative must be delivered as a .SWF (Flash Player File)
Frame Rate	20 frames per second maximum
Alt Text	Optional and must be limited to 60 characters.

Linking URL	An active URL must be provided and cannot exceed 128 characters.
Audio/Video User Control	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, CNET Networks reserves the right to ask that the advertiser remove them.
Testing	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.
Third Party Tag Format	JavaScript tags with a NOSCRIPT portion are required for expand ads.

II. Motif Expandable Leaderboard

Motif expandable leaderboard have the same specifications as standard expandable leaderboard, with the following extra tracking features:

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

Third-Party Serving Guidelines

- Third-party tags must serve a default GIF/JPG for browsers that do not support rich media.
- CNET Asia must approve all creative prior to launch.
- CNET Asia 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 mediasales-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.

CNET Networks reserves the right to reject creatives on a case-by-case basis.

For specifications and examples of all CNET Asia ad units, please refer to <http://asia.cnet.com/advertise/>

Questions

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