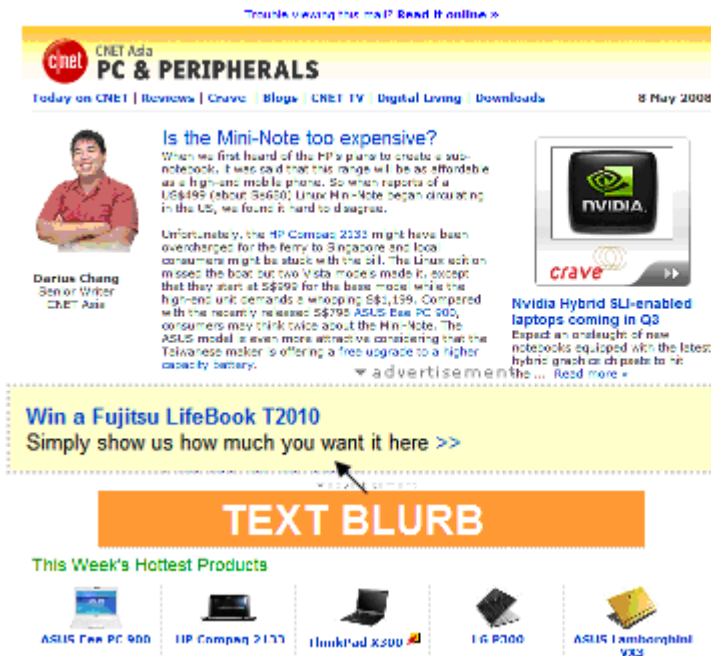


## CNET Asia Ad Specifications Newsletter Text Blurb

Placement Example:



The screenshot shows a CNET Asia newsletter layout. At the top, it says "CNET Asia PC & PERIPHERALS" and "8 May 2008". The main article is titled "Is the Mini-Note too expensive?" and features a photo of Darius Chang. Below the article is a "Win a Fujitsu LifeBook T2010" promotion with a "TEXT BLURB" button. At the bottom, there is a "This Week's Hottest Products" section with five product thumbnails: ASUS Eee PC 900, HP Compaq 2133, ThinkPad X200, LG P100, and ASUS Lamborghini VX3.

Item	Specifications
Text Link	
Availability	All HTML newsletters
Text Length	Title: 1 line title 65 Character max (including spaces and punctuation) Text: 3 lines of text with 65 Character max per line (including spaces and punctuation)
Linking URL	An active URL must be provided and cannot exceed 128 characters.

Material Submission Deadlines

- Three (3) 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/>