

CNET Asia Specifications

SEARCH & COMPARE PRODUCT HIGHLIGHT

Placement Example:



Availability:

Exclusive placement on Search and Compare results pages on selected channels.

Definition:

A product highlight box with clickable images and text descriptions, which appears on top of search results.

Please enter the data in the orange shaded boxes.

Item	Fill in the following information. (orange shaded boxes)
I. Product Model Name	
Max. character	50 characters (with space)
Text	
II. Desired Product Images	
Image Format	GIF, JPEG, BMP, PNG or PSD
No. Of Images	2
Min. Resolution	72 dpi
Attachment Names	
III. Product description (4 bullet points)	
Max. character	75 characters (with space)
Bullet Point #1	
Bullet Point #2	
Bullet Point #3	
Bullet Point #4	
IV. Clickthrough URL	
URL	

Material Submission Deadlines

- Five (5) 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/>