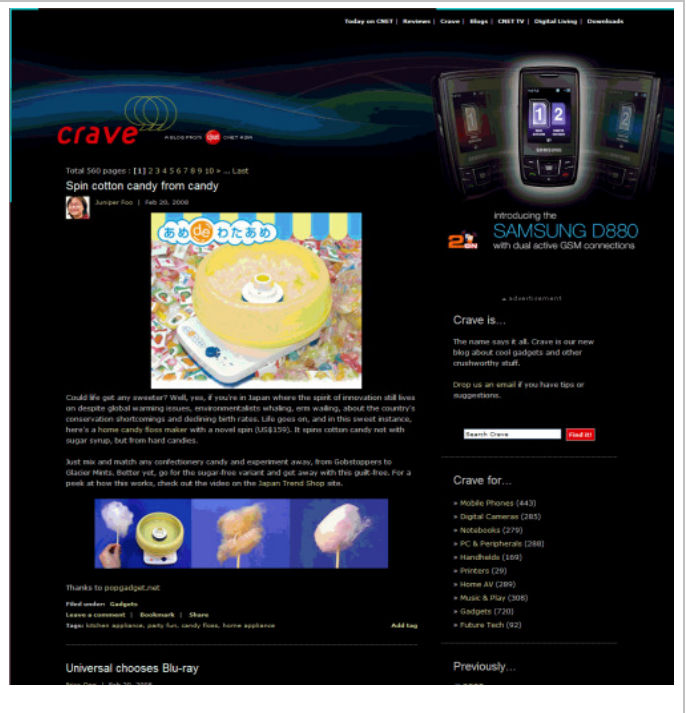


CNET Asia Ad Specifications

SKIN

Placement Example:
Index channel, Buying Guide and Crave channel



Item	Specifications
Skin width	Min. 1024 pixels Max. 1400 pixels (CNET Asia readers' average screen resolution: 1024 – 1152 pixels)
Skin height	No limitation
File format	PSD (Photoshop) *Submitted using CNET Asia's skin template (template to be provided by CNET Asia)
Background color	Available in white or black background.
MPU/SMPU	The design of SMPU or MPU can be a part of skin design (See sample above)
Clickable portion	Skin is not clickable. SMPU or MPU area is clickable, if any.

Material Submission Deadlines

- Eight (8) 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/>