

# ZDNet Asia Ad Specifications: HOTSPOT

## Placement Example:



## Definition

The ZDNet Asia HotSpot sponsorship enables the vendor to engage a vast audience and increase brand awareness with persistent, high visibility content in highly relevant formats.

The HotSpot includes aggregated editorial focusing on vendor topics and vendor content and messages integrated within it.

What's important from our sponsors

**SOA Whitepapers**

[Oracle Business Software Center](#)

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**SOA Governance: Framework and Best Practices**

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**Next-Generation SOA Infrastructure**

Sponsored by **ORACLE**

**HEADLINE:**  
Max 40 char

**IMAGE:**  
Optimal size : 95x66 pixels

**Message:**  
**Title:** up to 25 Char x 2lines  
**Descriptions:**(Optional) 100Char max

**Logo:**  
**Title:** up to 25 Char x 2lines  
**Descriptions :**(Optional) 100Char max

Advertiser Logo

Dimensions

Max: 125 x 65 pixels

Maximum File Size

5KB

File Format	GIF/JPG - black & white OR color background
Animation	None
<b>Vendor Content</b> The Titles/Descriptions, Image and Ad Unit can be mixed and matched within any HOTSPOT. A maximum of 3 Titles, Descriptions are allowed.	
<b>Headline</b>	20 characters maximum including spaces
<b>Titles/Descriptions</b>	a) Title: 40 characters maximum, including spaces. b) Description: 120 characters maximum, including spaces. c) Title/Description can contain: - Either a Title or Description - Both a Title and Description d) Maximum of 4 Title/Descriptions
<b>Images</b>	a) Dimension: - 95w x 66h pixels (recommended) - 125w x 125h pixels (maximum) b) Maximum file size: 20KB in total c) File Format: GIF/JPG - black & white OR color background d) Animation: None e) Maximum of 3 Images

**Submission Guidelines**

Please send e-mail to [adops-sg@cnet.com](mailto:adops-sg@cnet.com)

**Material Submission Deadlines**

- New Creative –7 business days prior to launch date.
- Update of Existing Creative – 3 business days prior to launch 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 [adops-sg@cnet.com](mailto:adops-sg@cnet.com) with 'Ad Specification Question' in the subject line.