

## Audio and Video Ad Specifications

<b>Eligible Ad Units</b>	<b>Leaderboard</b> – 728w x 90h pixels <b>Towerboard</b> – 160w x 600h pixels <b>Messaging Plus</b> – 300w x 250h pixels <b>Super Messaging Plus</b> – 300w x 600h pixels (we use MOTIF to serve ad units with video) Please contact us at <a href="mailto:mediasales-sg@cnet.com">mediasales-sg@cnet.com</a> for details.
<b>Duration of Audio</b>	5 minute maximum; must be user initiated on-click
<b>Duration of Video</b>	5 minute maximum; up to 30 seconds maximum uninitiated
<b>Initial Load</b>	50k - initial load is the combination of placeholder gifs, Flash, Applet and/or all other files that are placed in the browser's cache on the initial load.
<b>Files require &amp; Maximum File Size</b>	Video files( Raw video files such as MOV, MPEG-1,-2,-4, WMV,AVI) <b>-we'll convert to FLV for you.</b> Maximum file size for FLV is 2MB FLA SWF Font type files JPEG/GIF Total size for above cannot be more than 300KB (please create a skin layer ( eg, play, pause,mute, sound of/on), indicate the default sound off/on when the video banner starts playing.
<b>Duration of Animation (excluding streaming video)</b>	<b>Leaderboard, Messaging Plus, Towerboard and Super Messaging Plus:</b> 30 seconds maximum
<b>Frame Rate</b>	20 frames per second maximum for Flash 30 frames per second for streaming video – if video is cached, please follow the frame rate and file size restrictions for animation.
<b>User Control</b>	Audio must be user initiated on-click. Video can play uninitiated for up to 30 seconds maximum. Player must have “play” and “stop” controls at all times.
<b>Bandwidth Detection</b>	On-the-Fly Detection of users bandwidth
<b>CPU Consumption</b>	Vendor's technology should attempt to consume no more than 25% of users CPU resources on an average system.
<b>Required Default GIF/JPG</b>	
<b>Maximum File Size</b>	35k for users who cannot view the streaming media content
<b>Duration of Animation</b>	<b>Leaderboard, Messaging Plus, Towerboard and Super Messaging Plus:</b> 30 seconds maximum
<b>Frame Rate</b>	20 frames per second maximum

### Third-Party Serving Guidelines

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



- CNET Networks 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.

### 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.

### Material Submission Deadlines

Please submit creative **seven** business days prior to start date.

### Questions

For questions or feedback regarding these specifications, please email [adops-sg@cnet.com](mailto:adops-sg@cnet.com) with 'Ad Specification Question' in the subject field.

For rates and sponsorship opportunities: [mediasales-sg@cnet.com](mailto:mediasales-sg@cnet.com)

