

CNET Networks UK Rich Media Expandable Creative

Availability

<http://www.cnet.co.uk>

<http://uk.gamespot.com>

Eligible Ad Units	<p>Skyscraper - 160w x 600h pixels Messaging Plus Unit - 300w x 250h pixels 758x140 - 758w x 140h pixels Leaderboard – 728x90</p>
Expand Dimensions	<p>Messaging Plus Unit Please get feedback from your CNET Networks representative on placement. Depending on placement, expand portion could expand either vertically above or below MPU or horizontally to left of unit.</p> <p>Expand Horizontally Expand left with an additional panel of 300w x 250h for a total of 600w x 250h pixels</p> <p>Expand Vertically Expand vertically above or below MPU with an additional panel of 300w x250h for a total of 300w x500h pixels</p> <p>Skyscraper Expand left with an additional panel of 215w x 600h for a total of 375w x 600h pixels</p> <p>758x140 Expand vertically below 758x140 with an additional panel of 758w x 140h for a total of 758w x 280h pixels. Creative must be designed to expand down.</p> <p>Leaderboard Expand vertically below with an additional panel of 728w x 90h for a total of 728w x 180h pixels. Creative must be designed to expand down.</p> <p>Leaderboards on http://www.uk.gamespot.com Expand vertically ABOVE with an additional panel of 728w x 90h for a total of 728w x 180h pixels. Creative must be designed to expand UPWARDS.</p>
Expand Action	<p>CNET Networks UK will except ad units which Click To Expand only.</p> <p>Expansion may occur through user initiation only. We will NOT accept any uninitiated expand ads. It is recommended placements are designed with a clear 'click to action' button.</p>

	Close function The advertisement must collapse on roll off/ when the cursor leaves the ad, or upon clicking a "Click to Close" button.
Maximum File Size	100k (Polite Download)
Animation	Unlimited
Frame Rate	20 frames per second maximum
Audio/Video User Control	Audio must start muted and be initiated with a click. Audio/Video must have "play" and "stop" controls at all times. Video can play uninitiated for up to 30 seconds maximum.
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.
Required Default GIF/JPG	
Maximum File Size	30k for users who cannot view the expand or rich media content
Frame Rate	20 frames per second maximum
Animation	Unlimited

Video Creative

The use of video streams must be initiated by click only, with clearly labelled 'Click to Play' and 'Stop' functions, and must start in the off position.

Sound

The use of audio streams must be initiated by click only, with clearly labelled 'Click to Play' and 'Stop' functions, and must start in the off position.

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.

Rich Media Creative

CNET Networks UK accepts rich media and third party creative from the following vendors:

- Atlas
- FlashTalking
- Bluestreak
- MediaPlex

- DoubleClick / DoubleClick Motif
- Pointroll
- Eyeblaster
- TangoZebra
- Eyewonder

If you wish to submit creative from a different vendor, please ensure you email ukadops@cnet.com and allow 5 days for testing and approval.

Please note: All third party ad serving costs must be met by the agency or client unless previously agreed with the Sales Representative at the time of booking.

Submissions

Please send all creative to ukadops@cnet.com and cc the relevant Sales Representative.

Note: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.

Deadlines

CNET Networks UK requires that all creative files be submitted:

- **GIF/JPG:** 2 business days prior to launch date
- **FLASH:** 5 business days prior to launch date
- **Rich Media:** 5 business days prior to launch date

Questions

If you have any questions regarding the development of your creative, please contact ukadops@cnet.com.