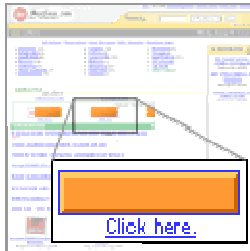


## Button Ad Specification

### Placement example



### Button ad example



### Availability

CNET.co.uk

### Ad Unit Dimensions

88w x 31h pixels.

### Maximum File Size

5k.

### File Formats

GIF, JPG.

### Animation

15 seconds maximum.

### Alt Text

Optional and may not exceed 12 characters.

### Linking URL

An active URL must be provided and cannot exceed 128 characters.

### Testing

All creative must function uniformly on both Mac and PC platforms as well as multiple browser versions of Netscape and Internet Explorer.

### Submissions

Please send all creative to [ukadops@cnet.com](mailto: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 2 business days prior to launch date.

### Questions

If you have any questions regarding the development of your creative, please contact [ukadops@cnet.com](mailto:ukadops@cnet.com)