

Prestitial Ad Specification

Availability

www.cnet.co.uk

See demo at:

<http://demos.tangozebra.com/~adrian/creatives/cnettestpages/cnetprestitialintel.html>

CNET.co.uk

About This Ad | Continue to CNET.co.uk



Definition

The Prestitial is a high visibility ad unit designed to maximise impact with its audience.

Depending on the user's point of entry into CNET Networks UK web sites, the user is exposed to two ad components:

1. Front door commercial
2. Window ad unit or 'Leave Behind' that appears on a CNET Networks UK content page.

Front door commercial is cookie'd and served to unique users once per user per day.

Once the Front door commercial completes its animation, the CNET Networks UK page is displayed with the Window ad unit / reminder in the left hand navigation.

Build Specification & Submissions

Due to the unique nature of these ad units, CNET Networks UK will currently only accept these ad units served by Tango Zebra.

Our Templates for Prestitial ad units are created by Tango Zebra. Tango Zebra is a trusted Rich Media vendor that CNET Networks UK works with.

There are two options for creating and supplying these ad units to us:

o Tango Zebra Complete Build

For complete builds, please contact Deric Sydenham at Tango Zebra.

Deric is an account manager who will assist you throughout the build and serving process.

Contact details:

Deric Sydenham

deric.sydenham@tangozebra.com

0207 535 9937

o Tango Zebra & TABS (Rich Media Authoring Environment)

Creative agencies can execute the creative and then build these ad units within Tango Zebra's TABS environment. The ads are then served through Tango Zebra and advertisers or agencies only need to pay the CPM cost of serving these ad units through Tango Zebra.

If you prefer, creative agencies can send the creative to Tango Zebra directly, who will upload the creative within their interface for you. Please note, there may be a charge for this service.

For more information regarding this product and process please contact:

Martin Pavey

martin.pavey@tangozebra.com

0207 535 9842

Note: All rich media serving costs are to be met by the Client or Agency, unless otherwise agreed with your CNET Networks UK representative.

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 must be in receipt of all Rich Media Creative 5 days prior to launch date to allow for testing.

Questions

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

Front door commercial

Ad Unit Dimensions	640w x 480h pixels.
Maximum File Size	50k.
File Formats	GIF/JPG: None required. Users whose system configurations do not meet the Front door commercial viewing requirements will go directly to the requested CNET Networks UK page. FLASH: Macromedia Flash version MX/6 or Flash MX2004/7 Creative must be delivered as a .SWF (Flash Player File), single movie only.
Animation	Keeping your animation to 7 seconds will ensure the entire animation displays before the Front door commercial resolves to the Window ad unit.
Frame Rate	12-15 frames per second maximum.
Linking URL	No click through allowed.
Testing	All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape and Internet Explorer.
Sound	No sound allowed.

Window Ad Unit / 'Leave Behind'

Ad Unit Dimensions	150w x 150h pixels
Maximum File Size	GIF/JPG: 15k FLASH: 15k
File Formats	GIF/JPG: Default GIF/JPG required for Flash submissions FLASH: Macromedia Flash version MX/6 or Flash MX2004/7 Creative must be delivered as a .SWF (Flash Player File).
Animation	30 seconds maximum.
Frame Rate	12-15 frames per second maximum.
Image Rotation	Maximum of 6 creatives may be rotated per campaign.
Alt Text	Optional and must be limited to 60 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 versions of Netscape and Internet Explorer.
Number of links	<ul style="list-style-type: none">• Up to 10 maximum with CNET Networks UK tracking• Unlimited links tracked in aggregate with CNET Networks UK tracking
Flash Tracking	Please see our Flash Tracking guidelines for more information on flash tracking specifications.
Forms	GIF/JPG: N/A FLASH: CNET Networks UK accepts ads with forms built into the unit. All scripts are client-supplied. All data capture (sending text to log file/server) must be managed by client. Note: A maximum of five fields may be used in a form. Possible fields include Name, Title, Company, E-mail address and Post code.