

## Channel Sponsorship Specification

**Availability**  
CNET.co.uk

**Definition**  
Channel Sponsorship allows marketers to reach a highly engaged audience. Inserted in the centre of leading-edge content, advertisers can feature their static logo alongside a brief text.

**Ad Unit Dimensions** 120 x 30 pixels.

**Maximum File Size** 5k.

**File Formats**

- Client should provide a logo which will be placed by our design team within a header template on our site pages.
- GIF, JPG
- On transparent background.

**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)