

## Column Banner Ad Specification

### Column Banner Ad Example



**Availability**  
 CNET.co.uk

**Definition**  
 This new ad unit displays in the left hand navigation throughout the site delivering continual exposure to reach the target audience.

<b>Ad Unit Dimensions</b>	150 x 150 pixels.
<b>Maximum File Size</b>	GIF/JPG: 15k FLASH: 15k
<b>File Formats</b>	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) Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
<b>Animation</b>	10 seconds maximum.
<b>Frame Rate</b>	12-15 frames per second maximum.
<b>Image Rotation</b>	Maximum of 6 creatives may be rotated per campaign.
<b>Alt Text</b>	Optional and must be limited to 60 characters.
<b>Linking URL</b>	An active URL must be provided and cannot exceed 128 characters.
<b>Testing</b>	All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape and Internet Explorer.
<b>Number of links</b>	<ul style="list-style-type: none"> <li>• Up to 10 maximum with CNET Networks UK tracking</li> <li>• Unlimited links tracked in aggregate with CNET Networks UK tracking</li> </ul>
<b>Flash Tracking</b>	Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
<b>Sound</b>	GIF/JPG: N/A FLASH: The use of audio streams must be initiated by click only with a clearly labelled "Audio on/off" button and must start in the off position.



### 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.

### Image Maps

- Client-side image maps only
- Client must provide working HTML map

### 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:

- GIF/JPG: 2 business days prior to launch date
- FLASH: 5 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).