

Prestitial Ad Specification

Availability

www.gamespot.co.uk

See demo at

<http://demos.tangozebra.com/~adrian/creatives/cnertestpages/gamespotPrestitial.html>



Definition

The Prestitial is a full page Flash ad unit designed to maximise impact with its audience.

Users will be cookie'd, so they will only view the advertisement once each day.

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 from 7 – 10 seconds will ensure the entire animation displays before the Front door commercial resolves to the Window ad unit.

Frame Rate Linking URL	12-15 frames per second maximum. 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.

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 of creating and supplying these ad units to us:

- **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

Telephone: 0207 535 9937

- **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

Telephone: 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