

Impact Launch Unit (ILU) Ad Specification

Availability
CNET.co.uk

Definition

The Impact Launch Unit is a high impact, interactive ad providing marketers with an attention-grabbing canvas which holds users' interest. The user is exposed to 2 ad components:

1. Expand unit
2. Leaderboard

The Expand unit is cooked and served to unique users one time per day or per week only on the first page of a user's session start. After the Expand unit completes its animation, the leaderboard displays on the CNET Networks UK page.

This unit should ideally be served via a Rich Media Vendor such as Eyeblander or TangoZebra. If this is not possible, please consult with your sales representative.

Expand unit	
Ad Unit Dimensions	728w x 180h pixels.
Maximum File Size	50k.
File Formats	GIF/JPG: None required. Users whose system configurations do not meet the Expand Unit 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. Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
Animation	Keeping your animation to 8 seconds will ensure the entire animation displays before the Expand Unit resolves to the Leaderboard 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.
Leaderboard	
Ad Unit Dimensions	728w x 90h pixels
Maximum File Size	GIF/JPG: 20k FLASH: 30k Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
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 (see flash tracking.pdf).		
Forms	<p>GIF/JPG: N/A</p> <p>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.</p> <p>Note: A maximum of five fields may be used in a form. Possible fields include Name, Title, Company, E-mail address and Post code.</p>		
Images Maps	<ul style="list-style-type: none">• Client-side image maps only• Client must provide working HTML map		
Rich Media Creative	<p>CNET Networks UK accepts rich media and third party creative from the following vendors:</p> <table><tr><td><ul style="list-style-type: none">○ Atlas○ Bluestreak○ DoubleClick / DoubleClick Motif○ Eyeblander○ Eyewonder</td><td><ul style="list-style-type: none">○ FlashTalking○ MediaPlex○ Pointroll○ TangoZebra</td></tr></table> <p>If you wish to submit creative from a different vendor, please ensure you email ukadops@cnet.com and allow 5 days for testing and approval.</p> <p>Please note: All third party ad serving costs must be met by the agency or client unless previously agreed with the Sales Representative at the time of booking.</p>	<ul style="list-style-type: none">○ Atlas○ Bluestreak○ DoubleClick / DoubleClick Motif○ Eyeblander○ Eyewonder	<ul style="list-style-type: none">○ FlashTalking○ MediaPlex○ Pointroll○ TangoZebra
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Submissions

Please send all creative to 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
- Rich Media: 5 business days prior to launch date

Questions

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