

## Page Peel Ad Specification

### Availability

[www.zdnet.co.uk](http://www.zdnet.co.uk)

[www.silicon.com](http://www.silicon.com)

Demos can be seen for:

ZDNet UK at <http://demos.tangozebra.com/~adrian/creatives/cnettetstpages/zdnetpagepeel.html>

silicon.com at <http://demos.tangozebra.com/~adrian/creatives/cnettetstpages/siliconpagepeel.html>



### Definition

Page Peels are user initiated ad formats which invite users to expand upon the page peel to reveal a 'teaser' from the advertiser's website. Users can then click through to the advertiser's website from the 'teaser' image

### Notes:

The expansion of this format must be user initiated only.

The advert must contain a clear 'close' button.

If a user has clicked the 'close' button the ad will collapse completely.

### Build Specification & Submissions

Currently we accept these formats from Tango Zebra. If you wish to serve these ad formats using an alternative rich media vendor, please ensure you contact CNET Networks UK's Ad Operations team for testing information.

If creating these in the TZ TABS Environment, these should be created as overlay formats to the Overlay Specifications.

The TABS Overlay Build Guide can be found at:

[http://www.v3.zdnet.co.uk/i/z5/ads/test/tangozebra/overlay\\_build\\_guide\\_1.0\\_en.pdf](http://www.v3.zdnet.co.uk/i/z5/ads/test/tangozebra/overlay_build_guide_1.0_en.pdf)

### 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](mailto: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](mailto: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](mailto:ukadops@cnet.com).