

Featured Events Listing Specification

Availability

silicon.com, ZDNet UK

Definition

Comprising a logo and description of your event, the featured listing is positioned at the top of the silicon.com events' page. This is a strong tool for increasing brand awareness and lead generation.

Featured events listing example

	Microsoft's Strategic Business Summit	25/10/2005
	Seminar	
	Microsoft's Strategic Business Summit – last few places remaining. Time is running out if you haven't already signed up to hear Microsoft's vision of success for medium-sized businesses. At the national summits you'll discover how to stay profitable and retain customers while ensuring your business stays efficient and agile.	

Copy Specifications

File Formats	Plain text.
Run schedule	Please provide start and end dates.
Title of event	Maximum 100 characters (including spaces).
Event date	Please provide the date of the event.
Event type	Select the relevant options: <ul style="list-style-type: none"> - Conference - Exhibition - Training - Seminar - WebConf - Roadmap - Awards - User Group Meeting
Copy to provide	- Description (Maximum 30 words) - Location - Target audience - Cost to attend - Event organiser
Linking URLs	3 URLs maximum can be included in the featured listing: <ul style="list-style-type: none"> - Website link - Registration link - Map link

Logo Specifications

Logo Dimensions	120w x 64h pixels.
File Format	Static gif.
Linking URL	2 URLs maximum: - website link - register link Active URLs must be provided and cannot exceed 128 characters each.

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 2 business days prior to launch date.

Questions

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