

Logo Sponsorship Specification

Logo Sponsorship Example



Availability

ZDNet UK

Definition

The Logo Sponsorship allows marketers to associate their brand with the leading-edge content published on CNET Networks UK web sites. The advertiser's static logo is displayed in the left-hand navigation bar alongside selected content and beneath the mention 'In association with'.

Ad Unit Dimensions

120w x 40h pixels.

Maximum File Size

10k..

File Formats

- Client should provide a logo which will be placed by our design team within the above example template
- GIF, JPG
- On transparent background.

Linking URL

No click through allowed.

Testing

All creative must function uniformly on both Mac and PC platforms as well as multiple browser versions of Netscape and Internet Explorer.

Sound

No sound allowed.

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.