

Enterprise Launch Unit (ELU) Ad Specification

Availability

silicon.com, ZDNet UK

Definition

The Enterprise Launch Unit is a high visibility ad unit designed to maximise impact with its audience.

Depending on the user's point of entry into CNET Networks UK web sites, the user is exposed to two ad components:

1. Front door commercial
2. Window ad unit or 'Leave Behind' that appears on a CNET Networks UK content page.

The Front door commercial 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 Front door commercial completes its animation, the CNET Networks UK page is displayed with the Window ad unit. When the Window ad unit is served, it is cooked and served to users on up to four subsequent unique CNET Networks UK pages (except Home Pages) across multiple sessions, or until the user "closes" the Window unit.

ELU Ad Example

Front door commercial

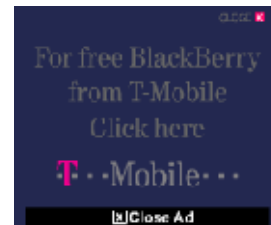
Work smarter, travel lighter



...BlackBerry from T-Mobile
simple to use + simple to implement

T-Mobile

Window ad



Front door commercial

Ad Unit Dimensions 730w x 450h 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 to 8 seconds will ensure the entire animation displays before the Front door commercial resolves to the Window 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.

Window Ad Unit (Leave Behind)

Ad Unit Dimensions	180w x 150h pixels.
Maximum File Size	GIF/JPG: 20k. FLASH: 30k.
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.
Forms	GIF/JPG: N/A 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. Note: A maximum of five fields may be used in a form. Possible fields include Name, Title, Company, E-mail address and Post code.

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.