

Events Listing Specification

Availability

silicon.com, ZDNet UK

Definition

A strong lead generation tool, marketers can increase awareness of their event amongst the target audience, and provide them with essential information.

Events listing example

	The Economist's Fourth Annual Innovation Summit and Awards Ceremony Conference, Awards	14/11/2005
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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:

- Conference
- Exhibition
- Training
- Seminar
- WebConf
- Roadmap
- Awards
- User Group Meeting

Copy to provide

- Location
- Target audience
- Cost to attend
- Event organiser

Linking URLs

3 URLs maximum can be included in the featured listing:

- Website link
- Registration link
- Map link

Logo Specifications

Logo Dimensions	120w x 64h pixels.
File Format	Static gif.
Linking URL	2 URLs maximum can be included in the email: - 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.