

## Impact Launch Unit (ILU) Ad Specification

### Availability

silicon.com, ZDNet UK

### Definition

The Impact Launch Unit is a high impact, interactive ad providing marketers with an attention grabbing canvas which holds users' interest.

The user is exposed to two ad components:

1. Expand unit
2. Leaderboard

The Expand unit is frequency capped 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 Expand unit completes its animation, the leaderboard displays on the CNET Networks UK page.

### Build

ILUs should be set to expand and push the site content down automatically once per browser session.

- The expand unit should retract automatically after 5 seconds
- The expand unit should contain a clear 'click to close' text.
- The ad can then only expand on user initiation. It is advised that there is a clear 'click to action' animation or text to ensure users are aware of this
- N.B. This is NOT an expandable unit that covers content

### Rich Media Creative

This unit should ideally be served via a Rich Media Vendor such as Eyeblaster or TangoZebra. The below specifications are guidelines; designers should check with the rich media vendor regarding their exact specifications.

### ILU's are made up of three separate elements

- 1 – Default Image for users without flash (728x90)
- 2 – Flash image (728x90)
- 3 – Expansion panel (Flash) which will push the page down. (728x180)

Default image (for users without flash)	
<b>Ad Unit Dimensions</b>	728w x 90h pixels.
<b>Maximum File Size</b>	20k
<b>File Formats</b>	<b>GIF/JPG:</b> Default GIF/JPG required for Flash submissions.
<b>Animation</b>	30 seconds maximum.
<b>Frame Rate</b>	12-15 frames per second maximum.
<b>Alt Text</b>	Optional and must be limited to 60 characters.
<b>Linking URL</b>	An active URL must be provided and cannot exceed 128 characters.
<b>Testing</b>	All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape and Internet Explorer.
<b>Sound</b>	No sound allowed.

### Leaderboard (flash)

<b>Ad Unit Dimensions</b>	728w x 90h pixels.
<b>Maximum File Size</b>	<b>FLASH:</b> 30k Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
<b>File Formats</b>	<b>FLASH:</b> Macromedia Flash version MX/6 or Flash MX2004/7. Creative must be delivered as a .SWF (Flash Player File).
<b>Animation</b>	30 seconds maximum.
<b>Frame Rate</b>	12-15 frames per second maximum.
<b>Image Rotation</b>	Maximum of 6 creatives may be rotated per campaign.
<b>Alt Text</b>	Optional and must be limited to 60 characters.
<b>Linking URL</b>	An active URL must be provided and cannot exceed 128 characters.
<b>Testing</b>	All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape and Internet Explorer.
<b>Number of links</b>	<ul style="list-style-type: none"> <li>• Up to 10 maximum with CNET Networks UK tracking</li> <li>• Unlimited links tracked in aggregate with CNET Networks UK tracking</li> </ul>
<b>Flash Tracking</b>	Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).

### Expand unit

<b>Ad Unit Dimensions</b>	728w x 180h pixels.
<b>Maximum File Size</b>	50k. Will accept 100k total if the unit is third party served.
<b>File Formats</b>	<b>GIF/JPG:</b> None required. Users whose system configurations do not meet the Expand Unit viewing requirements will go directly to the requested CNET Networks UK page. <b>FLASH:</b> Macromedia Flash version MX/6 or Flash MX2004/7. Creative must be delivered as a .SWF (Flash Player File), single movie only. Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
<b>Animation</b>	Keeping your animation to 8 seconds will ensure the entire animation displays before the Expand Unit resolves to the Leaderboard ad unit.
<b>Frame Rate</b>	12-15 frames per second maximum.
<b>Linking URL</b>	No click through allowed.
<b>Testing</b>	All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape and Internet Explorer.
<b>Sound</b>	No sound allowed.



### Rich Media Vendor Contacts

#### Tango Zebra

Deric Sydenham

[deric.sydenham@tangozebra.com](mailto:deric.sydenham@tangozebra.com)

Telephone: 020 7535 9937

#### Eyeblaster

Glen Willis

[Glen.willis@eyeblaster.com](mailto:Glen.willis@eyeblaster.com)

Telephone: 020 7759 2382

CNET Networks UK also accepts rich media and third party creative from the following vendors:

- Atlas
- Bluestreak
- DoubleClick / DoubleClick Motif
- Eyewonder
- FlashTalking
- MediaPlex
- Pointroll

**If you wish to submit creative from a different vendor, please ensure you email [ukadops@cnet.com](mailto:ukadops@cnet.com) and allow 5 days for testing and approval.**

**Please note: All third party ad serving costs must be met by the agency or client unless previously agreed with the Sales Representative at the time of booking.**

#### Submissions

Please send all creative to [ukadops@cnet.com](mailto: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](mailto:ukadops@cnet.com).