

Banner Ad Specification

Banner Ad Example



Availability

Builder UK, silicon.com, ZDNet UK

Definition

The Banner is a standard-sized ad unit that is part of the IAB's Universal Ad Package. This ad unit delivers strong exposure to reach the target audience.

Ad Unit Dimensions	468w x 60h pixels.
Maximum File Size	GIF/JPG: 20k. FLASH: Initial download file size 30k. Subsequent files can only be loaded upon user interaction maximum file limit 100k.
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). Please see our Flash Tracking guidelines for more information on flash tracking specifications (see flash tracking.pdf).
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 (see flash tracking.pdf).
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, Email address and Post code.

Image Maps

- Client-side image maps only
- Client must provide working HTML map

Rich Media Creative

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

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

If you wish to submit creative from a different vendor, please ensure you email 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.

Expandable creative

The use of expandable creative must be user initiated as a 'Click to Expand' unit.

Video Creative

The use of video streams must be initiated by click only, with clearly labelled 'Click to Play' and 'Stop' functions, and must start in the off position.

Sound

The use of audio streams must be initiated by click only, with clearly labelled 'Click to Play' and 'Stop' functions, and must start in the off position.

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.