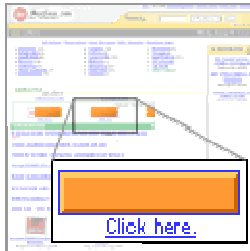


Button Ad Specification

Placement example



Availability

Builder UK, silicon.com, ZDNet UK

Ad Unit Dimensions

88w x 31h pixels.

Maximum File Size

5k.

File Formats

GIF, JPG.

Animation

15 seconds maximum.

Alt Text

Optional and may not exceed 12 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 browser versions of Netscape and Internet Explorer.

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.