



CNET Asia Specifications

SEARCH & COMPARE PRODUCT HIGHLIGHT

Placement Example:



Availability:

Exclusive placement on Search and Compare results pages on selected channels.

Definition:

A product highlight box with clickable image and text descriptions, which appears on top of search results.

Please enter the data in the orange shaded boxes.

Item	Enter your content here. Click in the orange box to start typing.
I. Product Model Name	
Max. character	50 characters (with space)
Text	[Orange shaded box]
II. Desired Product Image	
Image Format	GIF, JPEG, BMP, PNG and PSD
Min. Resolution	72 dpi
Attachment Name	[Orange shaded box]
III. Product description (4 bullet points)	
Max. character	75 characters (with space)
Bullet Point #1	[Orange shaded box]
Bullet Point #2	[Orange shaded box]
Bullet Point #3	[Orange shaded box]
Bullet Point #4	[Orange shaded box]
IV. Clickthrough URL	
URL	[Orange shaded box]

Material Submission Deadlines

- Five (5) business days prior to start date.

CNET Networks reserves the right to reject creatives on a case-by-case basis.

For specifications and examples of all CNET Asia ad units, please refer to

<http://www.asia.cnet.com/services/adgallery>