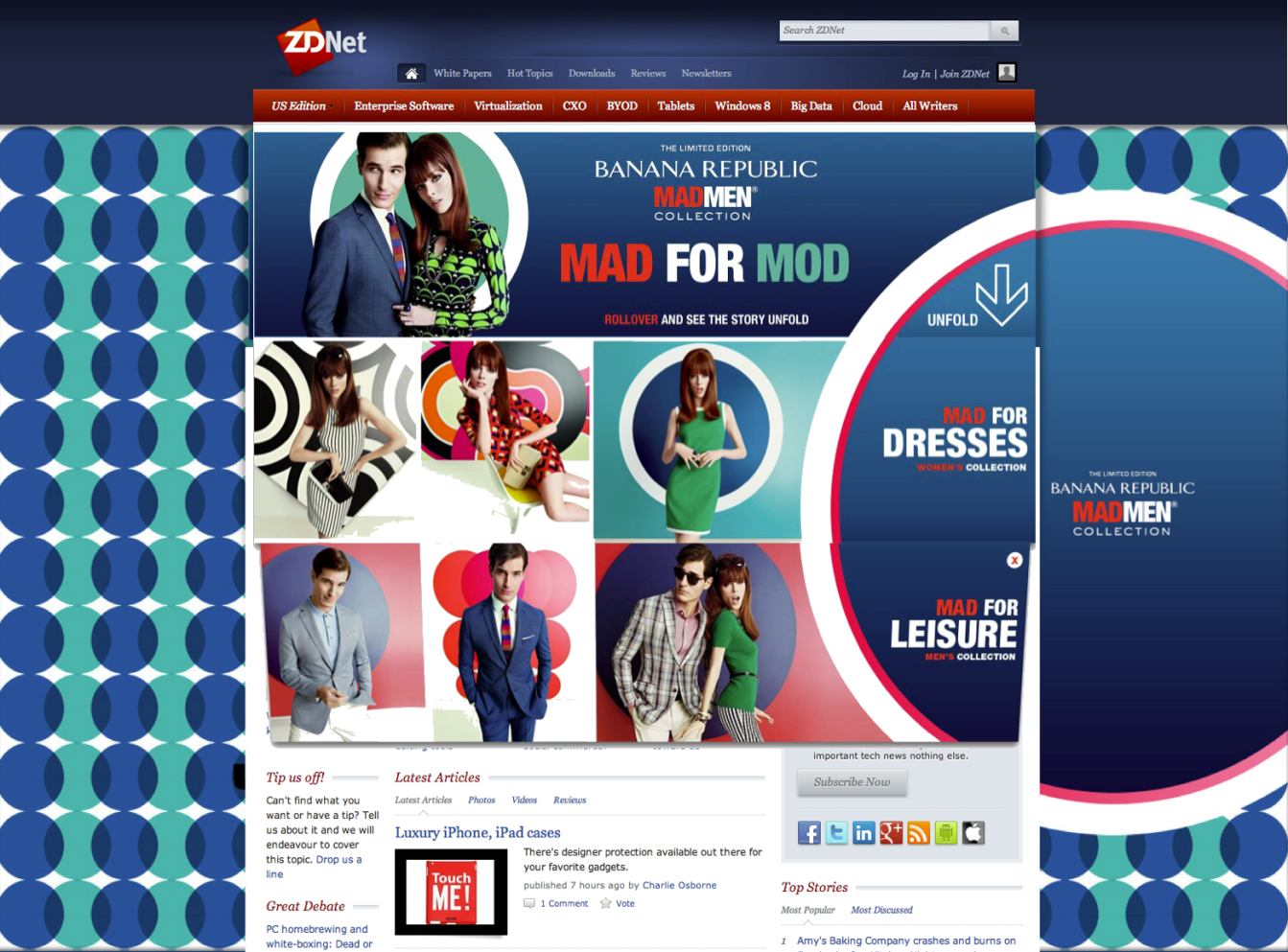
Cascade Ad Specifications

**Definition**

The Cascade allows for creative story telling through an impactful waterfall effect as consumers interact with the creative. It invites users to unfurl the ad, panel by panel, to reveal a branded canvas of offers, products, video, and more. The user can collapse the expanded Cascade at any time.

CBS Interactive offers this unit through our approved third-party vendor.

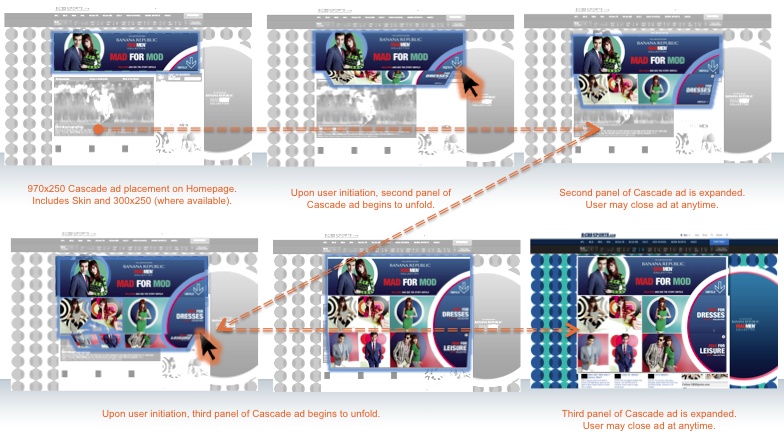
Cascade Example:



Panel three

Panel two

Initial panel



Technical Specification

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| **I. Cascade Third-Party Serving Specifications** | |
| **Item** | **Specification** |
| **Dimensions** | Base unit: 970w x 250h  Additional panels: 2x 970w x 250h pixels  Maximum dimensions: 970w x 750h pixels |
| **File Format** | HMTL5  GIF/JPG: Default image required 970x250 |
| **Expand Action** | Expansion may occur through user initiation only. We will NOT accept any uninitiated expand ads.  **On Desktop - Rollover to expand**: The advertisement must implement a delay which requires the user’s mouse to be on the ad for one second before expanding. The advertisement must collapse on roll off/ when the cursor leaves the ad. **Audio must be user initiated on click.**  **On Tablet- Tap to expand:**  the advertisement must collapse on roll off/ when the finger leaves the ad, or upon clicking a “Click to Close” button. |
| **Maximum File Size**  **(970x250)** | 200k initial load. Up to 2mb total max filesize with polite download. |
| **Default GIF/JPG**  **(970x250)** | 100k |
| **Animation** | The initial Cascade creative can animate uninitiated for a maximum of 30 seconds without sound. Unlimited animation can occur in subsequent user-initiated expanded Cascade creative. |
| **Audio** | Audio must be initiated by click. For user-initiated expand, audio can start in On position. |
| **Video** | Available in the expand panel only. One 30 second video file allowed up to 2.2 MB, unlimited for streaming. No auto-play allowed. All video must have Play, Stop and Sound On/Off controls visible throughout the entire video display. |
| **Frame Rate** | **Video**: 30 frames per second maximum |
| **Close Button** | Must contain a Close button in the upper right hand corner of the auto/user-initiated expanded Cascade. Close button is user-initiated by click. |
| **CPU Consumption** | Vendor's technology should consume no more than 25% of users CPU resources on an average system. |
| **Z-index Guideline** | Please set ad z-index between 5,000 - 1,999,999. |
| **Third-Party Serving** | Available by our approved third-party vendor only |

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| **II. Checklist** |
| * 970x250 base unit, up to 2x 970x250 panels * Background image – GIF/JPG and PSD (which includes static layout, copy and buttons) * Interactive content area – Storyboard direction only. Third-party vendor will include the interactive elements in a 970x250 within the Cascade * Video – MOV * Fonts must be delivered with the creative in Mac & PC format in case of necessary edits. * Linking URL * Tracking URL (optional) |

Testing

All creative must function uniformly on both Windows and Mac OS X operating systems as well as the following browsers: Internet Explorer, Firefox, Google Chrome and Safari for Mac OS X.

## Third-Party Serving Guidelines

* Third-party tags must serve a default GIF/JPG for browsers that do not support rich media.
* CBS Interactive must approve all creative prior to launch.
* CBS Interactive prohibits creative substitution or modification, via the third-party vendor, to existing campaigns without prior approval.
* If creative is changed through the Third-party vendor without prior approval, campaigns will be immediately inactivated until creative complies with our specifications.
* "Fourth-party" serving is not supported.

**Note:** If the submitted creative does not conform to the above specifications, it will not be placed online and may result in a delayed launch date.

**Deadlines:**

Kick-Off call is required 20 business days prior to launch date.

All creative assets must be submitted 15 business days prior to launch date.

If the submitted creative does not conform to the above specifications, it will not be placed online and may result in a delayed launch date.

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| **Contacts** | |
| Questions about this opportunity | Please contact your CBS Interactive representative. |
| Technical questions about your creative | E-Mail [AdSpecQuestions@cbsinteractive.com](mailto:AdSpecQuestions@cbsinteractive.com). |