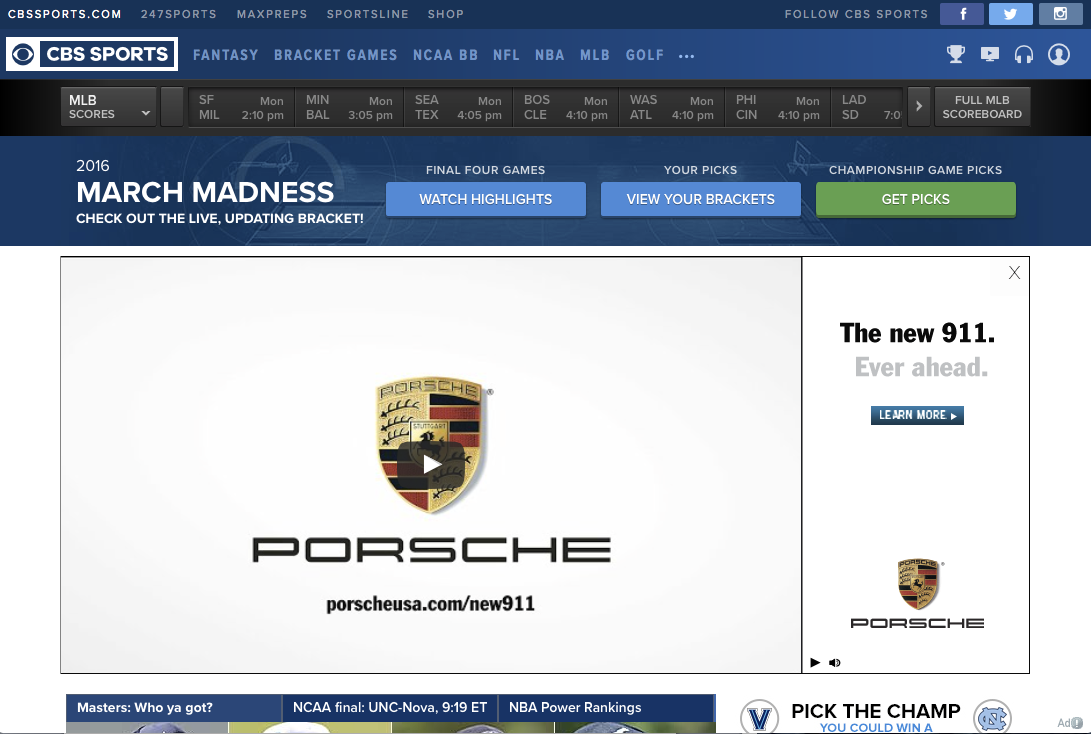
Pushdown Ad Specifications

**Definition**

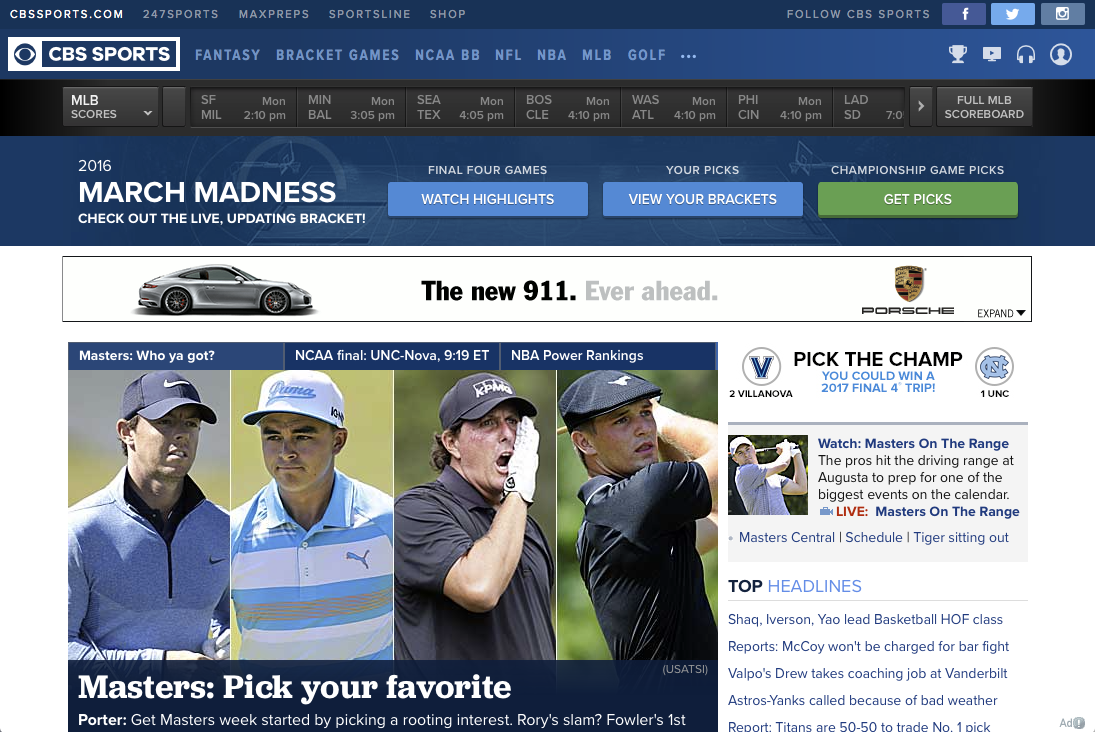
The Pushdown is a powerful branding unit that provides clients with an impactful way to showcase their products and services. CBS Interactive’s Pushdown complies with the Internet Advertising Bureau (IAB) recommended sizes and functionality. When a user comes to the front door, the ad unit will appear expanded, allowing animation and video. After 8 seconds, the pushdown will collapse into a smaller unit, moving page content back up.

[Click Here for Demo](http://www.cbssports.com/?adTargeting_campaign=pushdown)

Pushdown - Expanded Example (970w x 415h):



Pushdown – Collapsed Example (970w x 90h):



Technical Specification/Submission Form

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| --- | --- | --- | --- |
| **I. Third Party Serving Specifications** | | | |
| **Item** | **Specification** | | |
| **Dimensions** | Expanded | | 970w x 415h |
| Collapsed | | 970w x 90h or 970 x 66h unit |
| **File Format** | HTML 5; GIF/JPG | | |
| **Maximum File Size Collapsed Unit** | 200k initial load | | |
| **Maximum File Size Expanded Unit** | 2mb polite download | | |
| **Default GIF/JPG Maximum File Size** | 50k | | |
| **Animation** | The uninitiated expanded pushdown can animate for a **maximum of 8 seconds**. Unlimited animation can occur in the user-initiated expanded pushdown. The collapsed pushdown can animate for a maximum of 30 seconds. | | |
| **Audio** | Audio must be initiated by click. For user-initiated expand, audio can start in On position. | | |
| **Video** | Uninitiated Expand | 2mb  (progressive, unlimited for streaming) | |
| User-initiated Expand | 10MB  (both progressive and streaming) | |
| Available in the expand panel only. Videos must have Play, Stop and Sound On/Off controls visible throughout the entire video display. | | |
| **Frequency Cap** | The uninitiated expand panel must be frequency capped at **once per user per day** by the third party server. CBS Sports may be frequency capped at **twice per user per day**. Must have a proper P3P policy in place with the use of cookies. | | |
| **Close Button** | Must contain a Close button in the upper right hand corner of the auto/user-initiated expanded pushdown. Close button is user-initiated by click. | | |
| **Expand Button** | After the uninitiated expanded pushdown is done animating and closes, there should be a visible Expand button. This Expand button must be built into the file and can expand on user click only. | | |
| **CPU Consumption** | Vendor's technology should consume no more than 25% of users CPU resources on an average system. | | |

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| **II. CBSi First-Party Served Specifications** |
| If CBSi will be required to build out pushdown unit please contact your sales representative to schedule a kick-off call with CBSi creative services. |

**Deadlines:**

CBS Interactive requires that all creative be submitted 10 business days prior to launch date. Timing will depend on the individual execution.

Third Party creative: Submit 10 days before launch

CBSi creative call: Schedule 14 days before launch

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.

|  |  |
| --- | --- |
| **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). |