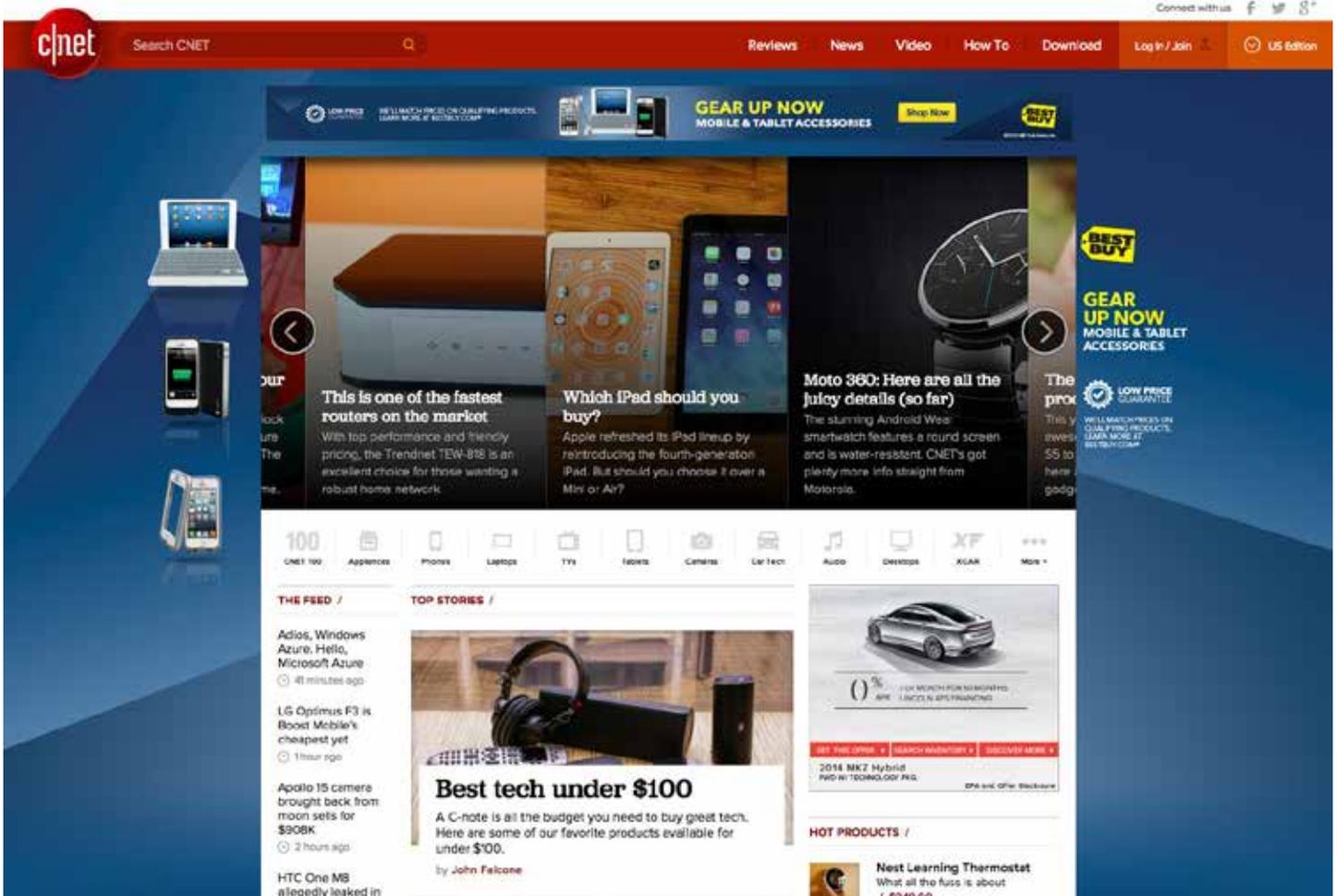




UNIVERSAL SKIN GUIDELINES

VERSION RM16, RELEASED DEC. 12, 2017



WHAT IS A SKIN?

A skin is a static background visual that serves as a branded border for a web page's clickable ad units. Skins enhance clickable units in the same way a frame enhances a painting - focusing the viewer's attention on the painting but not becoming the focus of attention.

NOTE

Though visuals in this document reflect CNET.com only, shown examples apply equally to all CBS Interactive sites supporting a Universal skin. Links to templates for specific sites can be found on page 5.

SCROLLING

CBS Interactive skins are 'scrolling' meaning when the user scrolls down the page, the masthead, content and skin move upwards.

FINAL DELIVERY SPECIFICATIONS

Format: JPEG

File size: 150k or less

Dimensions: 1600 x 1000px

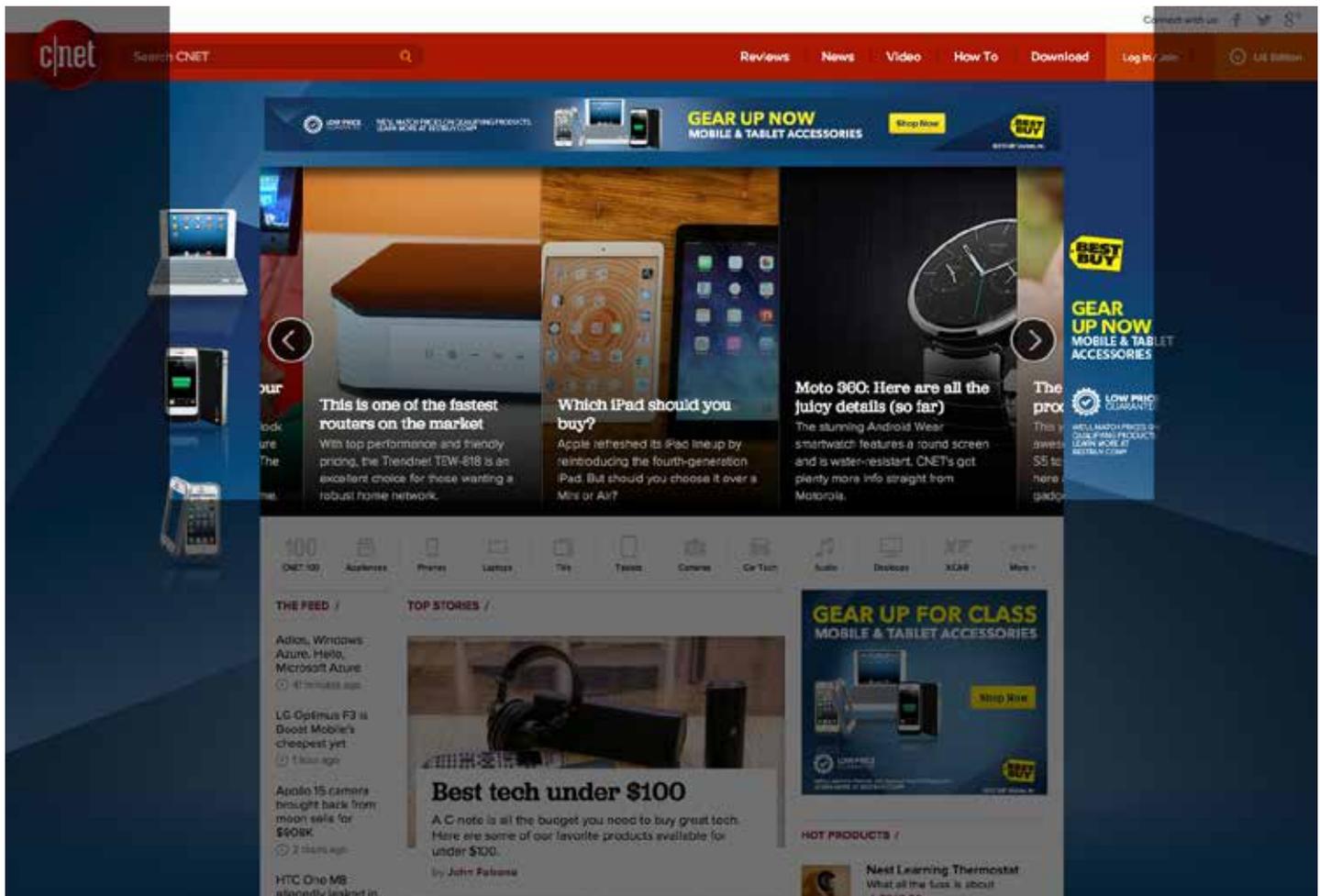
Bottom: fades to page's Hex value

PSD: The layered Photoshop file (PSD) used to create your skin in case any adjustments need to be made.

CONTACT

For questions about skins, please contact your CBS Interactive sales contact.

EFFECTIVE SKINS



WORKING WITH A SKIN'S SAFE AREA

Although the skin has maximum dimensions of 1600 x 1000px, we recommend keeping the key imagery within the designated "Safe Area" approximately 1200px wide and 600px tall.

On most user's screens the 'fold' is approximately 600px from the top of their browser (this includes the site's masthead). Unless the user scrolls down they are unlikely to see anything below that.

Since most users do not have the largest screens/settings, anything beyond the safe area should be considered viewable only by those with large monitors.

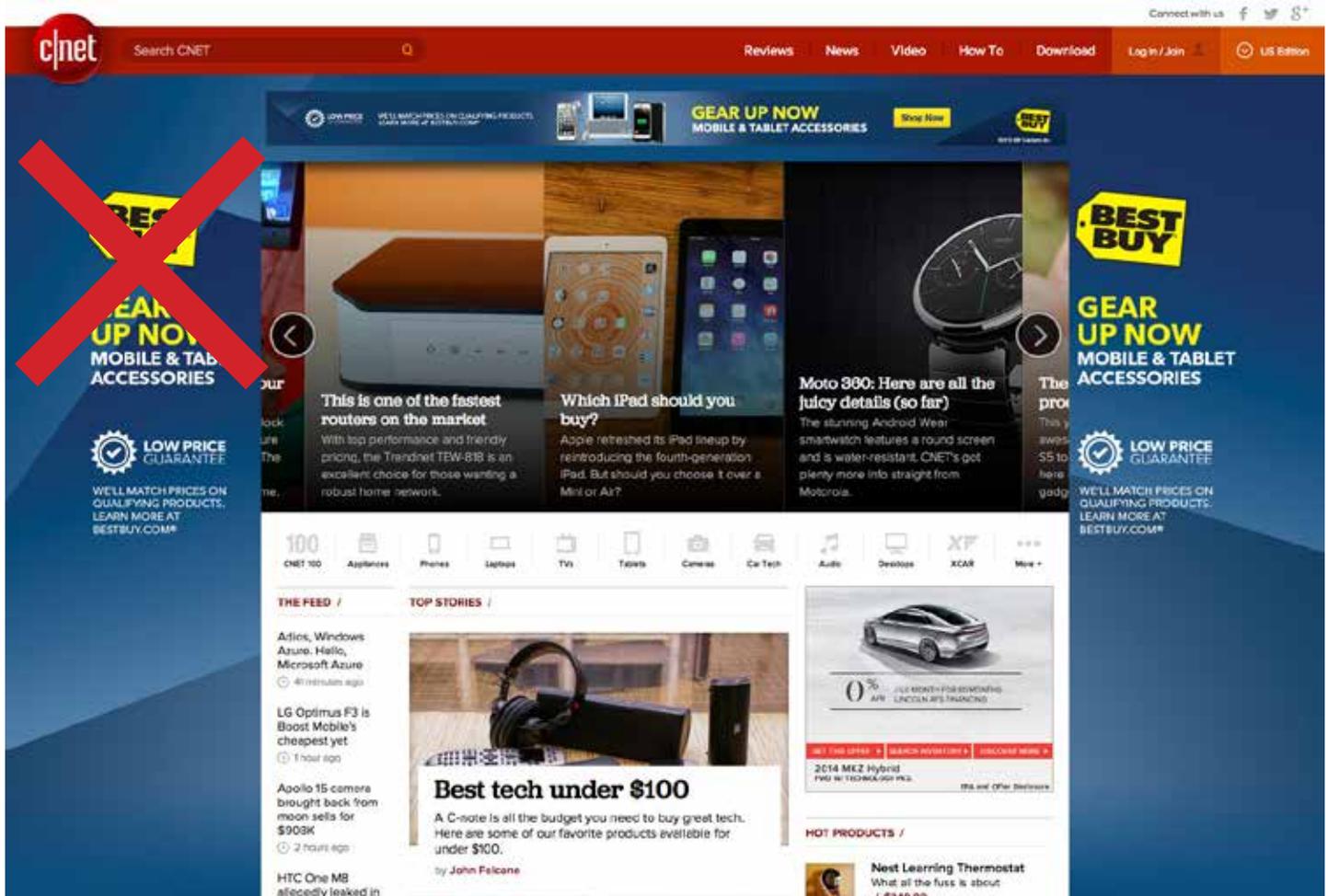
For these reasons, you may want to place logos and critical information within the 1200px wide by 600px deep "Safe Area" in order to create a user experience that will work across multiple browsers and screen resolutions.

BALANCE BETWEEN CONTENT AND ADVERTISING

In order to create the best possible user experience, the page's content should not be overwhelmed. The skin should not be dominated by large blocks of solid color, especially if the colors are jarring. Graphics, gradients, secondary art, product shots, etc., should be used in order to make the skin more interesting.

CBS Interactive reserves the right to refuse skins that interfere with the content or the users' experience.

INEFFECTIVE SKINS



AVOIDING REPETITION

Skins should be treated like a frame for a painting - complementing the main art but not repeating it. Exact duplication of ad units in the skin is not permitted by CBS Interactive. There are two main reasons for this:

1. When messaging and imagery from the ad units repeats in the skin, a negative user experience is created as all the units compete for their attention. Toned down skins allow the user to focus on the messaging of the ads.
2. Exactly repeating an ad unit's imagery in the skin makes it look clickable. However having a skin that looks less clickable steers a user's attention toward the clickable ad units not the unclickable skin, resulting in a higher CTR.

For these two compelling reasons, it is important to keep the key artwork in clickable ad units and not in the skins.

PHOTOSHOP TEMPLATES

CHOOSING A TEMPLATE TO DOWNLOAD

Multiple Photoshop templates are provided below so that skins and ad units can be designed and mocked-up on the most appropriate page.

Simply click on the logo below for the site you need.

ENTERTAINMENT, SPORTS & NEWS (ESN):

*Adaptive Skin



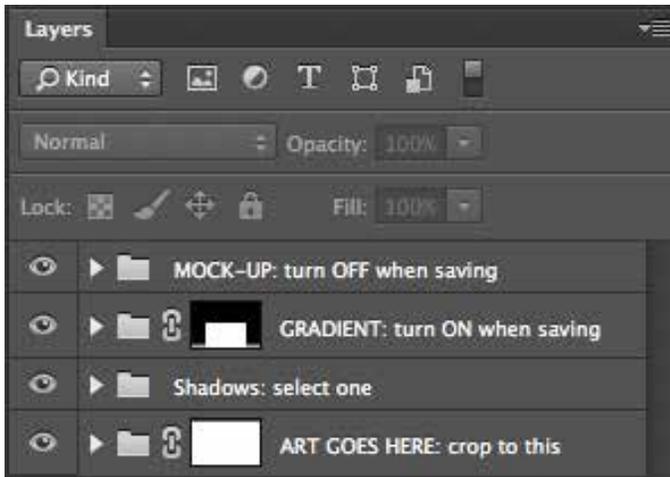
TECH, GAMES & MEDIA (TGM):

*Adaptive Skin



* [HOW DO ADAPTIVE SKINS DIFFER?](#)

INSIDE THE PHOTOSHOP TEMPLATE



MOCK-UP FOLDER - TURN OFF TO SAVE:

These folders are for creating mock-ups and must be turned **OFF** when saving the final file.

SKIN SAFETY AREA

This folder indicates how much of the skin is visible to the average user.

MASTHEAD

The masthead is for mock-up purposes only and cannot appear in the final JPEG.

CONTENT/ADS

This folder indicates some key units and their relationship to the page's content e.g. 970x66 or 970x250 units. There are 2 layers inside each sub folder:

Ad Unit - example ad unit for reference.

Content - indicates where the site's content will appear.

PAGE ELEMENTS - TURN ON TO SAVE:

Gradient: fade to hex code. Use this gradient to transition to your chosen background hex color. This entire folder must be turned **ON** when saving the final file.

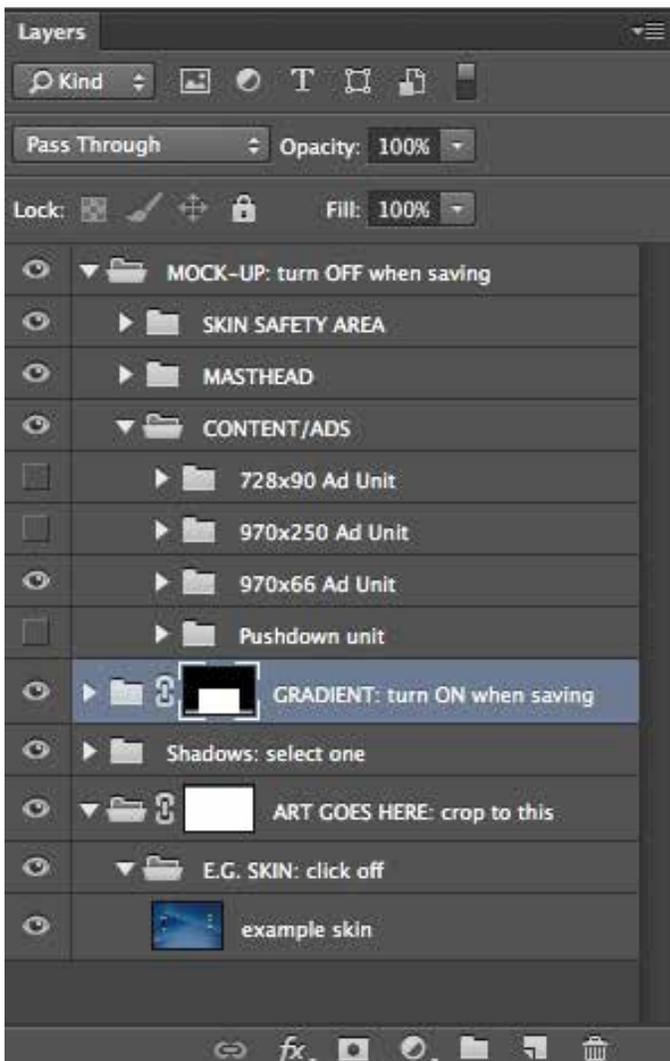
Shadows: if this folder is present, select one - these give a separation to the site's content. If there is more than one shadow layer select the appropriate one for the ad unit being used and make sure the others are turned "off."

ART GOES HERE: CROP TO THIS

This is the main blank canvas for your artwork. In order to produce the final 1600x1000px skin for ad serving, select this folder's mask and crop to it.

E.G. SKIN: Click off

This folder has an example skin for reference. Click this folder **OFF** when saving final file.



CBS INTERACTIVE REQUIREMENTS

USING IMAGERY

- Product shots and logos may not be tiled or repeated.
- No nudity or profanity.
- CBS Interactive reserves the right to refuse skins that interfere with our users' experience or does not conform to the requirements set out in these guidelines.

REPEATING AD IMAGERY IN THE SKIN

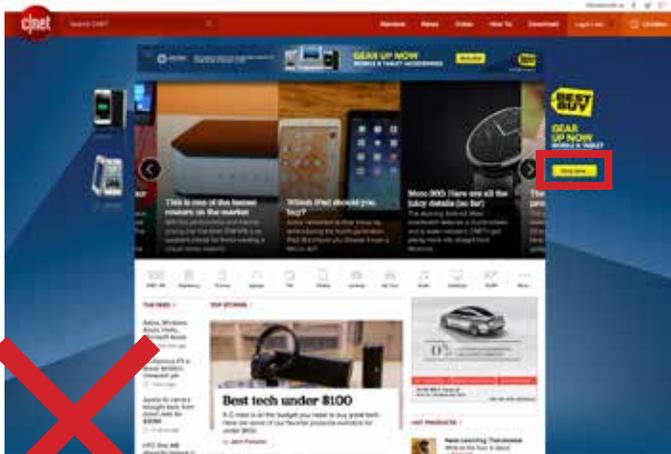
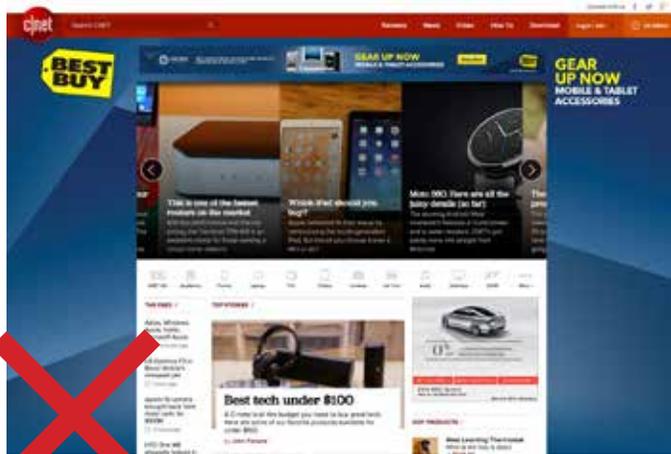
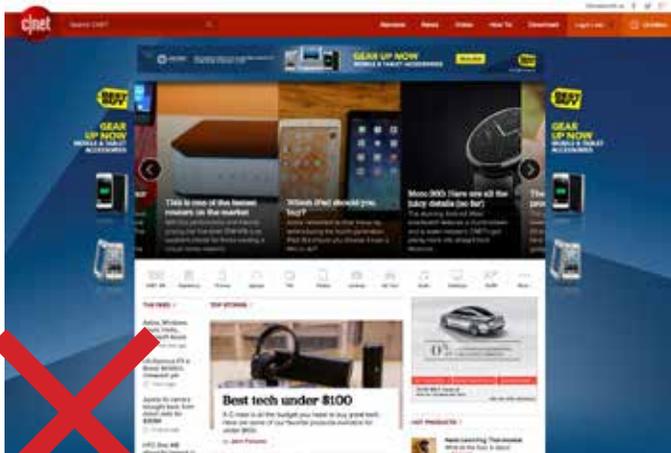
- Skins should not be a direct duplication of the ad units found on the page. Ad units can duplicate each other.

LOGOS

- Logos must not compete with CBS Interactive's branding and should only appear on the right side of the skin.

USING COPY & CALLS TO ACTION IN THE SKIN

- Not all CBS Interactive site skins are clickable. Please check with your Salesperson before placing CTA buttons or any visual queue that would imply an exit.
- Pricing information in the skin is not allowed and should be found in the clickable ad units.



FINAL FILE FOR DELIVERY



FINAL BREAKOUT JPEG (1600px X 1000px) IS 150K OR LESS

CHECKLIST BEFORE SAVING FINAL FILE

- Does the artwork and copy conform to CBS Interactive's requirements?
- Is this folder hidden?
- **MOCK-UP**
- Are these folders turned on?
- **GRADIENT**
- **SHADOWS (if present in template)**
- Is your artwork in the **ART GOES HERE** folder only?

SAVING YOUR FILES FOR AD SERVING

- 1** Right click on the mask of the **ART GOES HERE: crop to this** folder to highlight the 1600 x 1000px skin area.
- 2** Crop the canvas to 1600 x 1000px as indicated above. The Safety Area, Masthead, Content and Example should not be visible in the final JPEG.

- 3** Click 'Save for web' and adjust quality in order to produce a JPEG under the 150k file size limit.
- 4** The layered Photoshop file (PSD) used to create your skin must be submitted to CBS Interactive in case any adjustments need to be made.

SUBMITTING FOR APPROVAL

When submitting a skin for CBS Interactive's approval, it must be saved as a JPEG with all the ad units in place.

Show the page, skin and all other ad units on the page flattened into one JPEG with the default images/last frames of the ads showing. This is to assure that the ads, skin and the page's content are working together effectively. This JPEG is used for approvals and not for final ad serving.