

Innovation in Advertising on CNET

Make a brand impact.

The CNET CrossTalk advertising solution is a unique program that provides advertisers with a sense of ownership that is not intrusive to users.

The perfect marriage of creative, placement and the right audience.

CrossTalk is an enhanced creative unit that provides flexibility for clients looking to make a visual brand impact with their target audience. The CrossTalk roadblock supports creative executions where two units are creatively linked: a Leader Board and a Messaging Plus Unit. The CrossTalk opportunity, which is available on the CNET and News Front Doors, ensures that marketers' messages will reach a qualified audience utilizing CNET's extensive reach--the ideal customer at the right price.



Verizon



Best Buy

Don't just take our word for it.

CrossTalk quickly made its way into the influential blogosphere and created an unparalleled level of engagement, not only with the advertising community but also with users, around a single campaign execution.

A little bit about us.

CNET.com is where people go to discover the latest in tech and consumer electronics. Each month, millions of consumers visit CNET to read the news and unbiased reviews; watch videos that demystify technology; listen to podcasts; safely download software, music, and games; post opinions about the technology and consumer electronics they use every day; and learn from an objective source about the products and technologies that are right for them.

CNET's commitment to creating award-winning original content about the companies, technologies, ideas, and gadgets that are changing our world every day provides a unique perspective for how people discover and navigate a world gone digital.

Using these insights, CNET helps advertisers develop messaging strategies and advertising programs that drive engagement all the way through the consideration cycle. To learn more, go to www.cnet.com/advertise