



Model Showcase

Desktop & Mobile/App Specifications

Overview

With over 400,000 UAs each day, carsales.com.au has the largest in-market automotive audience, providing the ideal environment in which to create a buzz and generate interest in your vehicle throughout its lifecycle.

With a multitude of marketing campaigns throughout the year, it is more important than ever to get your vehicle in front of these auto intenders to influence them as they develop their consideration set.

The new carsales' Model Showcase Packages provides a full funnel marketing approach through a product mix designed to deliver strong awareness, drive consideration and capture consumer interest in your vehicle.

Key Information

- 6 weeks minimum setup time (starting from when assets are received).
- 4 weeks minimum campaign duration.
- Cost of leads on the landing page are included.
- Landing page will be co-branded. Carsales navigation and logo will appear at the top of the page. Carsales footer will appear at the bottom of the page.
- Homepage Body Type driver sponsorship – Only included in Premium and Premium Plus.
- [Carsales Privacy Policy](#) and Client's Terms and Conditions will be included.

Registration Form:

- Will include: name, email address, contact number, postcode and comments.
- Privacy statement supplied by carsales legal team.

The Model Showcase landing page is designed to drive intrigue and encourage viewers to enquire on your vehicle.

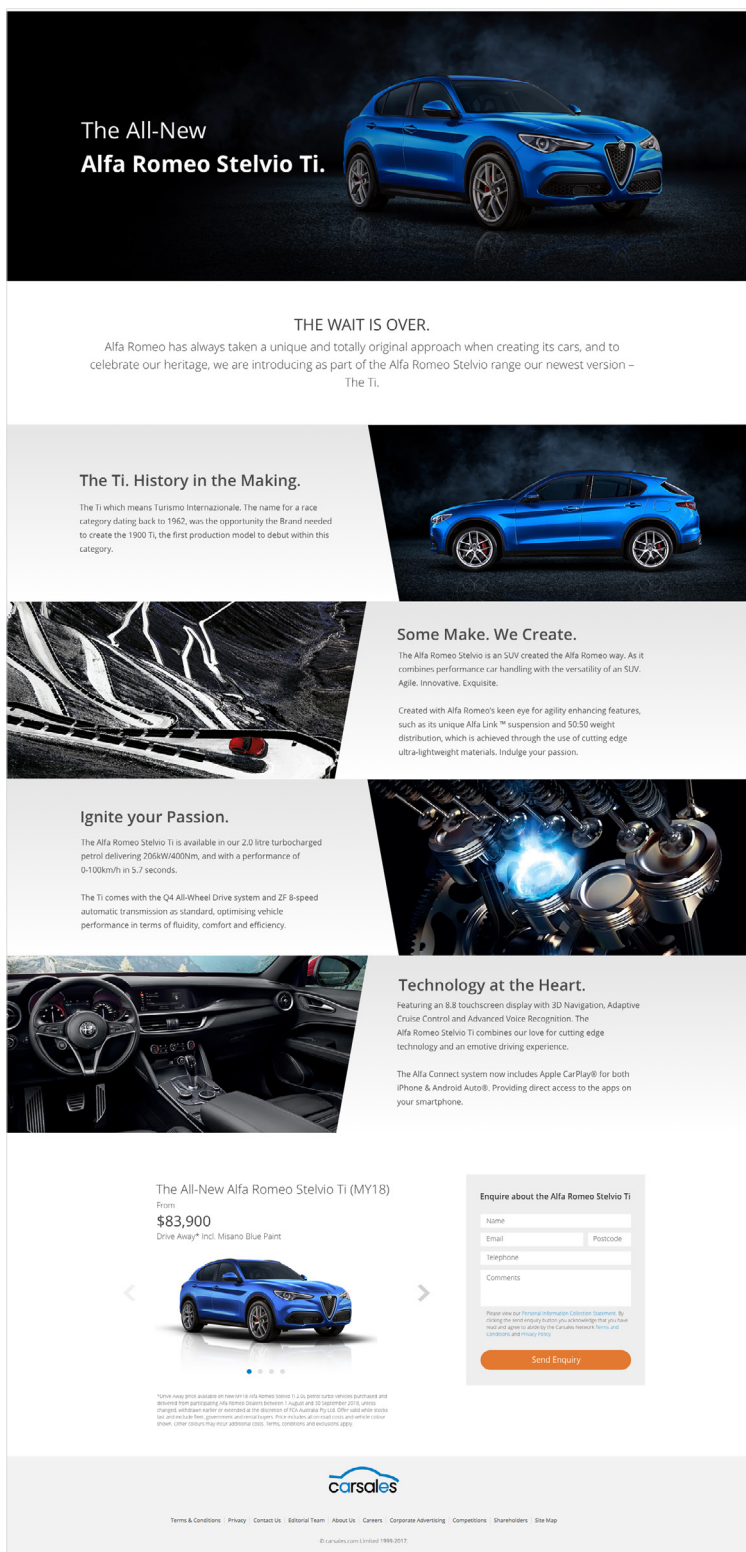
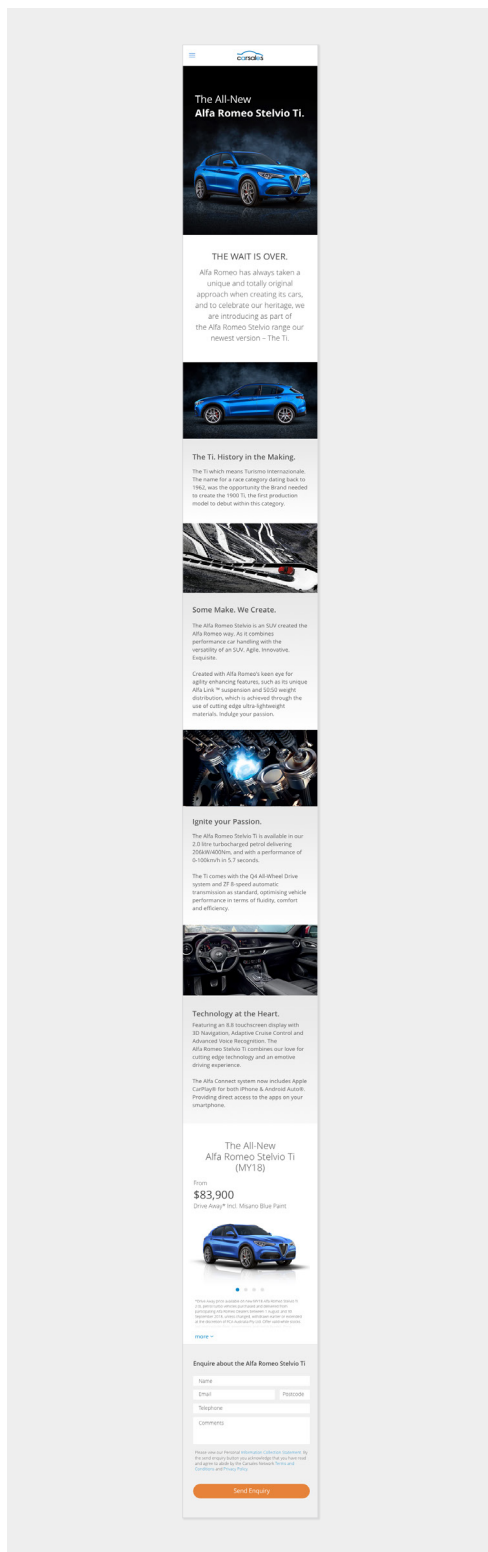
Provide a sense of discovery around your vehicle using your assets provided in the most creative way.

MOBILE/APP

Sample landing page: <https://invis.io/NJN18R9HFD5>

DESKTOP

Sample landing page: <https://invis.io/5UN18U9SHJM>



Hero Image

Mobile/Tablet: 900 x 1115 px

Desktop: 1600 x 450 px

Text: 50 characters

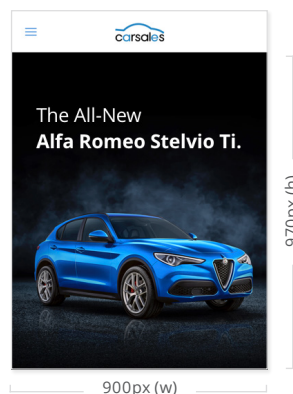
Optional Hero Video

- 7 seconds
- 16:9 Ratio
- MP4 file format
- Plays in background (No sound)
- B-roll footage (Can't have text)

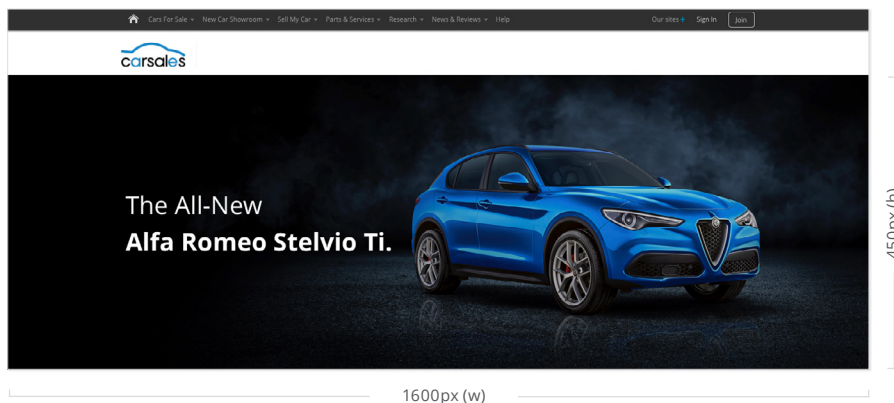
Optional click to play full Video

- 30sec – 2min.
- Sound
- High resolution
- MP4 file format

MOBILE/APP



DESKTOP

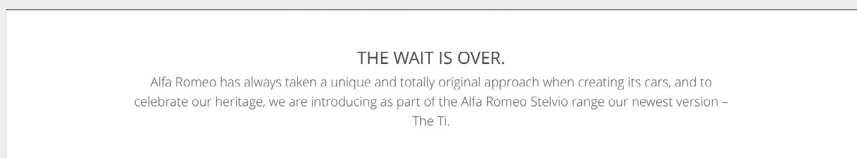
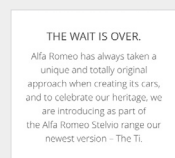


1

Option 1: Custom Text

Less than 350 characters.

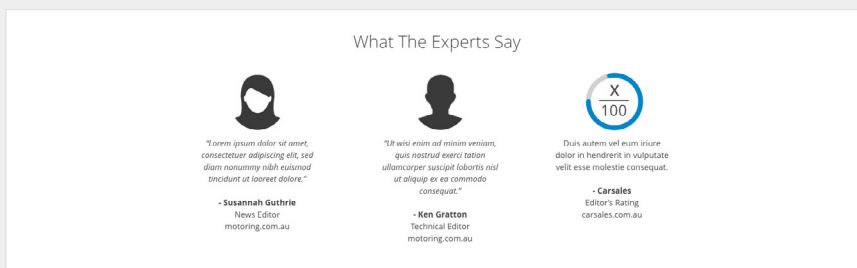
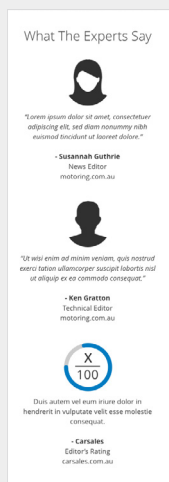
To drive best results, we recommend expanding on campaign tag line or using a quote from journalist, product designer, CEO.



2

Option 2: What The Experts Say

Provided by Carsales Editorial. Client to review and provide approval.



Client to select either **Custom Text** or **What The Experts Say**, not both for the one Model Showcase landing page.

Content Modules

Images

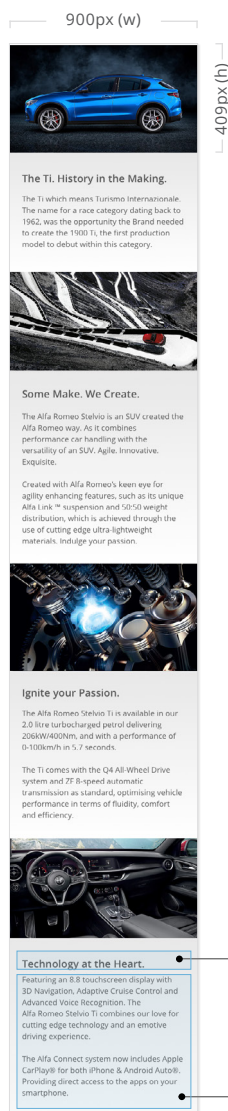
Mobile: 900 x 409 px

Desktop: 1000 x 450 px

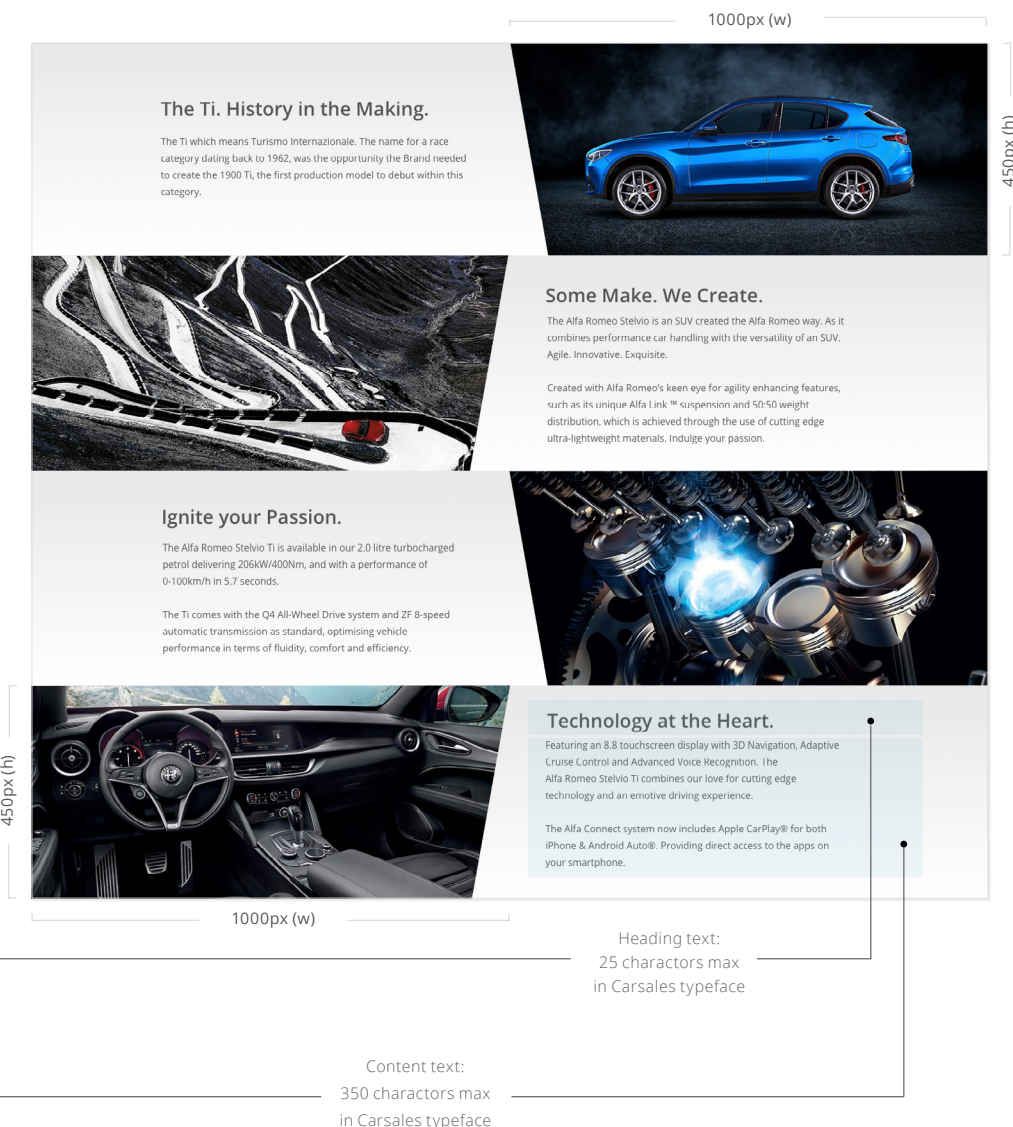
- 1-4 images per module

- Video (optional): max 3MB MP4 file format.
- Heading text: 25 characters max
- Content text: 350 characters max per module.

MOBILE/APP



DESKTOP



Vehicle Details

Studio Images

- JPEG with white background or PNG with transparent background, 2:3 ratio crop (mandatory), preferably in full HD (1920x1280 resolution).
- Front 3/4 Photo recommended as primary.
- As many colours as possible (preferable) per variant. And outline the hero colour (if one).
- Vehicles must be strictly supplied without visually featuring any options or accessories. As these will be matched to our data.
- Vehicles must strictly match the vehicle (data) intended.

Vehicle Starting Price

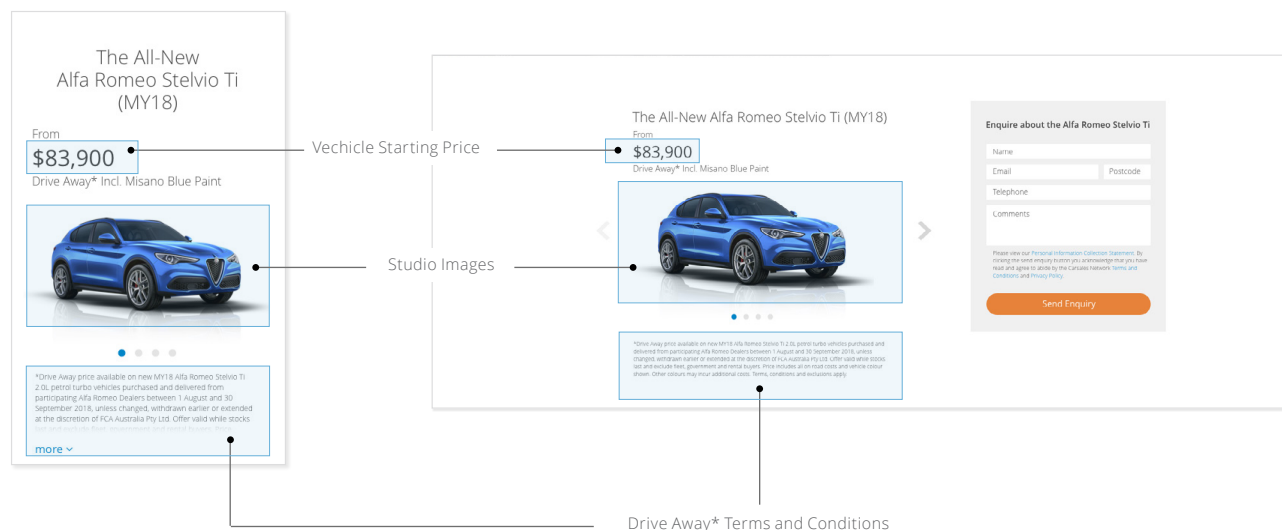
To be provided.

Vehicle Starting Price Terms & Conditions

To be provided.

MOBILE/APP

DESKTOP



STUDIO IMAGE EXAMPLES

Some examples of the different angles that should be considered.

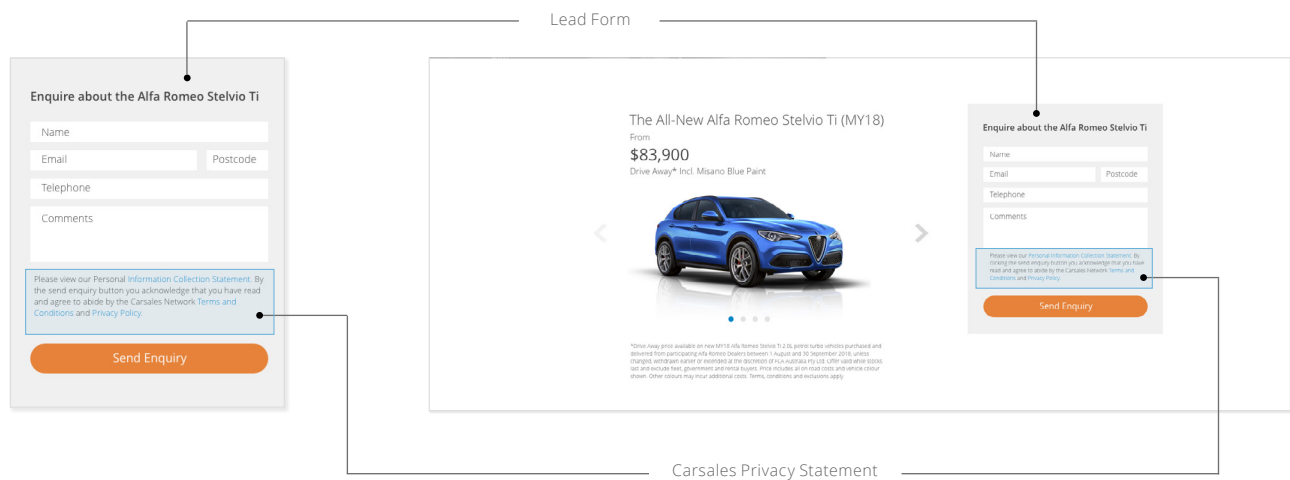


Lead Capture Form

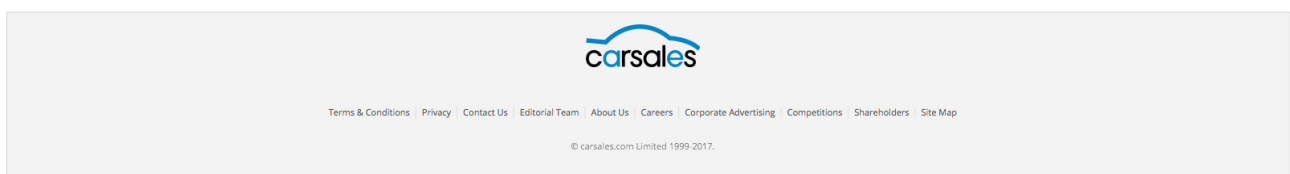
- Will include: name, email address, contact number, postcode and comments.
- Privacy statement supplied internally by carsales legal team.
- Leads will go to your dealers through Autogate.

MOBILE/APP

DESKTOP



Carsales navigation and logo will appear at the top of the page. The carsales footer with logo will appear at the bottom of the page. This cannot be changed.



Additional Term & Conditions

Terms & Conditions disclaimer will be required if the OEM wants to inform potential customers about terms of service and business practice. Terms & Conditions will be placed beneath the Carsales Footer.

Ad sizes supported

- MREC 300x250px
- Half Page 300x600px

What needs to be provided

The client or creative agency needs to provide design files such as **raw photoshop files**. It must include: designs, images, background, marketing copy, T&Cs and call to actions.

Who builds the ads

Carsales & A360 will build the ads based on the creative files provided.

Font Usage

If you wish to use Google Fonts for your creative, this has been approved for use across the assessed publishers as an authorised third-party shared domain and will count towards your Shared Library file weight.

Title Length

The title and price of the vehicle is dynamic so your design must cater for both short and long values. For example:

- Short name: 2014 Audi A4
- Long name: 2009 Mercedes-Benz C200 Kompressor Avantgarde Sports Automatic
- Short price: \$12,999
- Long price: \$3,699,999

Boarder

The creative needs to have a solid 1 pixel border around the advert being a light grey in colour.

Terms and Conditions

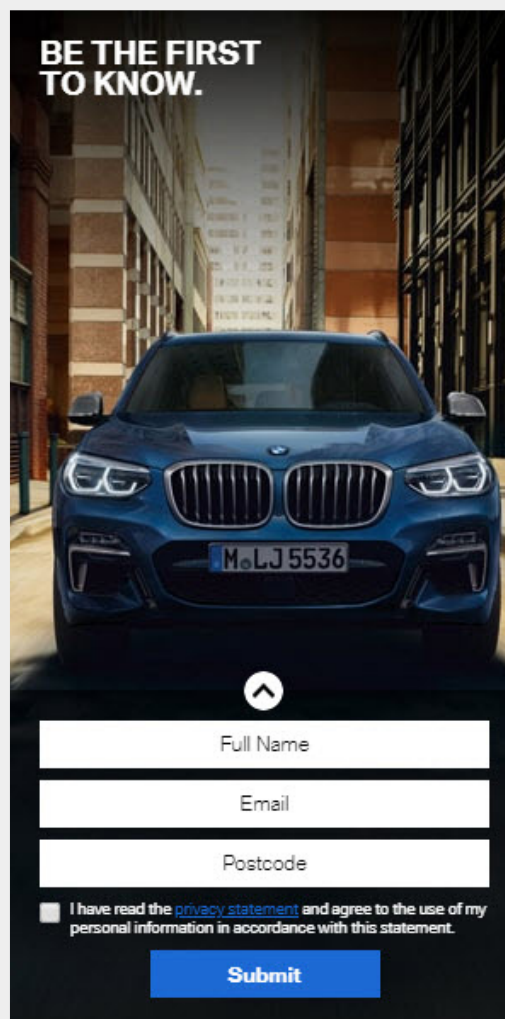
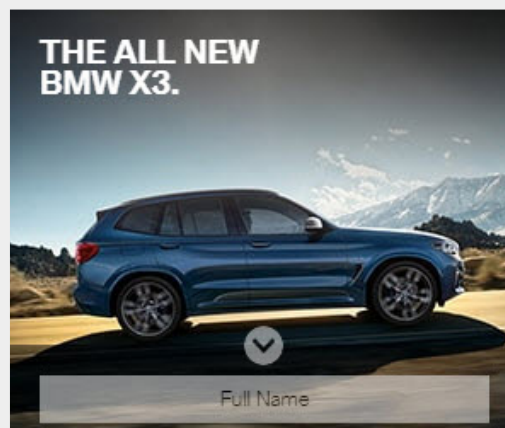
If advertising includes Finance or Insurance, it is recommended terms and conditions to be displayed. This can usually be displayed by a little button in the corner of the design which can be rolled over.

Form Fields

Lead gen form fields will be injected into the last frame of the display ad. The form fields will be same as what is in your Pre-Launch Model Showcase Campaign. Example:

- Name
- Email
- Postcode
- Phone

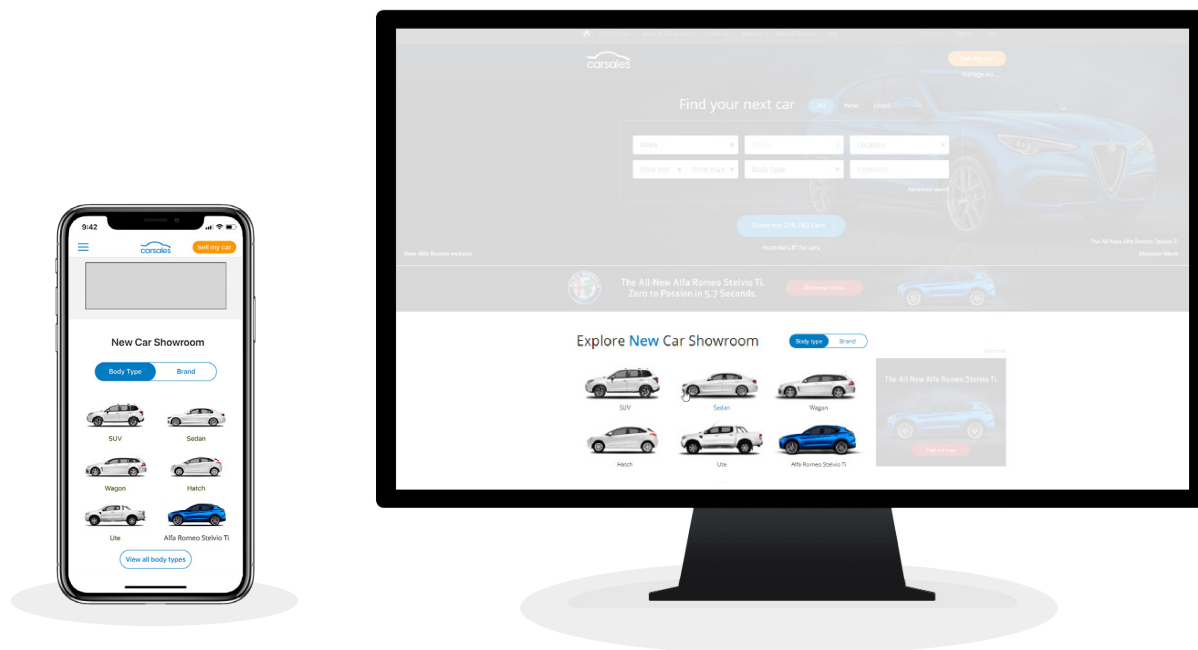
Example Creative



The Model Showcase (and Pre-Launch Model Showcase) Homepage Body Type Driver placement is designed to delivery awareness to your upcoming model release amongst an in-market audience.

Only available with Premium and Premium Plus packages.

HOMEPAGE BODY TYPE DRIVER



ACCEPTED

- ✓ Side profile
- ✓ West facing
- ✓ Transparent background around vehicle
- ✓ Car sizing modeled on Body Type from photoshop template
[Showroom_bodytype_driver.psd](#)
- ✓ PNG or JPEG file



PLACEMENT	DEVICE	DIMENSIONS (WXH)	FORMAT	IMAGE SIZE	POLITE LOAD	USER INITIATED VIDEO	TEXT
Landing Page Hero Image	Mobile/App & Tablet	900 x 970px	PSD JPEG PNG	100kb	Video <i>(optional)</i> auto play without sound, 7 secs, loop	Video <i>(optional)</i> click to play with sound, 30 sec – 2 min	25 characters
	Desktop	1600 x 450px - 1600 x 550px		150kb			
Landing Page Intro Message <i>(optional 1)</i>	Mobile/App & Tablet	N/A	N/A	N/A	N/A	N/A	350 characters
	Desktop						
Landing Page Module Images	Mobile/App & Tablet	900 x 409px	PSD JPEG PNG	80kb	N/A	3MB Video <i>(optional)</i> click to play with sound	350 characters
	Desktop	1000 x 450px		100kb			
Landing Page Vehicle Price	Mobile/App & Tablet	N/A	N/A	N/A	N/A	N/A	Starts with \$
	Desktop						
Landing Page Vehicle T&Cs	Mobile/App & Tablet	N/A	N/A	N/A	N/A	N/A	335 characters (anymore will be truncating and reveal text)
	Desktop						
Landing Page Studio Images	Mobile/App & Tablet	748 x 328px	PSD JPEG PNG	80kb	N/A	N/A	N/A
	Desktop	976 x 428px		100kb			
Landing Page Lead Form	Mobile/App & Tablet	N/A	N/A	N/A	N/A	N/A	5 x input fields 1 x call to action
	Desktop						
Landing Page Thank You Message	Mobile/App & Tablet	N/A	N/A	N/A	N/A	N/A	350 characters
	Desktop						
Lead Gen Display Ad	Mobile/App & Tablet	MREC 300x250px	PSD <i>(raw files)</i>	N/A	N/A	N/A	4 x input fields 1 x call to action 1 x T&C's
	Desktop	Half Page 300x600px					
Homepage Body Type	Mobile/App & Tablet	Will depend on the body type (please check against template)	PSD JPEG PNG	100kb	N/A	N/A	N/A
	Desktop						

Timeline

Creative must be received 6 weeks prior to campaign start to ensure technical compatibility and approval.

Template

Download our photoshop [Model Showcase Assets template](#).

For more information please contact product@mediamotive.com.au