

LEISURE AND INDUSTRY SHOWROOM HOMEPAGE & CATEGORY PAGE SPONSORSHIP

Showroom Homepage (Desktop):

The screenshot shows the desktop version of the Showroom Homepage. At the top, there is a navigation bar with links for 'Bikes For Sale', 'New Bike Showroom', 'Sell My Bike', 'Research', 'News & Reviews', 'Dealers', and 'Help'. A search bar is located on the right side of the navigation bar. Below the navigation bar is a large hero image of a red Honda VFR800F motorcycle. The text 'Find your next bike' is overlaid on the image. Below the hero image is a search filter with dropdown menus for 'Make', 'Model', 'Keywords', 'Price min', 'Price max', 'Body Type', and 'Sub Type'. A red button labeled 'Show me 659 Bikes' is positioned below the filters. Below the search filter is a banner for 'LEARN TO RIDE WITH HART' featuring a Honda Australia Rider Training logo. Below the banner is a section titled 'Browse New Bikes' with a grid of eight motorcycle categories: Learner, Road Bikes, Cruisers, ATVs/Quads, Dirt Bikes, SXS & UTV, Scooters, and Naked. Below the grid is a section titled 'Latest Special Offers' with three featured motorcycles: 2018 Suzuki DR-Z400E (\$7,990\*), 2018 Suzuki DR650SE (\$8,090\*), and 2018 MV Agusta Brutale 800 (\$21,990\*). Each featured motorcycle has a 'View' button.

Category Page (Desktop & Mobi):

The screenshot shows the desktop version of the Category Page for 'New Boat Showroom'. The top navigation bar includes links for 'Boats For Sale', 'New Boat Showroom', 'Sell My Boat', 'News & Reviews', 'Dealers', 'Research', and 'Help'. A search bar is on the right. Below the navigation bar is a large hero image of a 2018 Stessl 520 Bluewater Runabout boat. The text '15,334 Boats for Sale in Australia' is overlaid on the image. Below the hero image is a section titled '2,630 Power Boats for Sale in Australia' with a 'Sort by: Release Date' dropdown. Below this section is a list of boat listings. The first listing is for a 2018 QUINTREX 510 Ocean Spirit, with details: Cuddy Cabin Boat Type, Single Hull Hull Type, 17.75ft (5.41m) Length, Family, Fishing, Leisure Usages, and Trailerable. The second listing is for a 2018 Beneteau Antares 7 OB, with details: Cuddy Cabin Boat Type, Single Hull, Fibreglass Hull Type, 24.54ft (7.48m) Length, Family, Fishing, Leisure Usages, and Trailerable. The third listing is for a 2018 Cobia 301CC, with details: Centre Console Boat Type. Each listing has an 'Enquire' button and a 'View' button. A 'Refined Search' sidebar is visible on the left side of the page, with filters for Keyword, Segment, Boat Type, Make, Price, Length in meters, Length in feet, Year, Hull Type, Hull Material, Fuel Type, Horse Power, Usage, Rated Carrying Capacity, Drive Type, and Number of Berths.

The screenshot shows the mobile version of the Category Page. The top navigation bar is simplified with a back arrow, a search icon, and a list icon. Below the navigation bar is a large hero image of a 2018 Stessl 520 Bluewater Runabout boat. The text '15,334 Boats for Sale in Australia' is overlaid on the image. Below the hero image is a section titled '2,630 Power Boats for Sale in Australia'. Below this section is a list of boat listings. The first listing is for a 2018 Quintrex 481 CRUISEABOUT, with details: from \$33,890, Sail away, Power and Mono Hull options, 4.96 m and 16.27 ft lengths, and a 'Dealer' tag. The second listing is for a 2016 Princess 56, with details: \$1,890,000, Drive away, Power and V-Hull options, 18.11 m and 59.4 ft lengths, and a 'Private' tag.

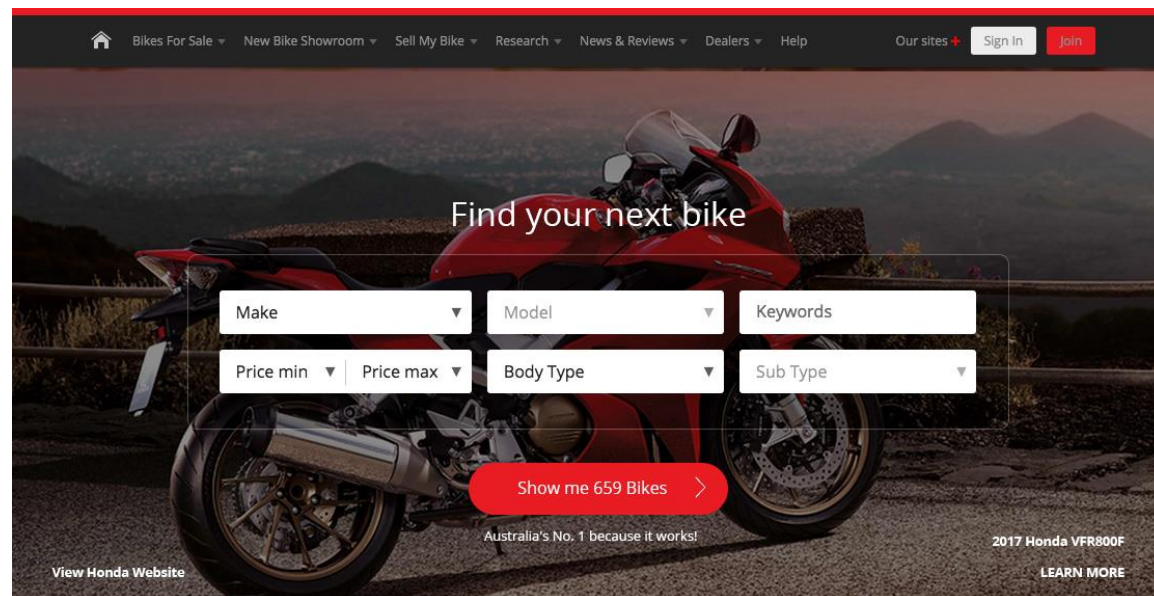
## SHOWROOM HOMEPAGE

Sponsorship of the Showroom homepage ensures high impact brand integration into the lifestyle and Industry network, and enables OEMs to increase top of mind awareness, and influence a highly relevant, in-market audience.

This exclusive 30 day sponsorship includes

- 100% SOV Hero Image (desktop)
- Standard IAB ad units (all devices)
- Internal driver to listings
- External Link to OEM website

### Hero Image



### Guidelines

- The image showcases a scene with a vehicle, caravan or boat relevant to the site (max 2) (no retail messaging, text or logos in image)
- The copy for the headline will be defined by carsales and will introduce the Showroom Landing page environment.

MediaMotive will build and host the native Hero Image. Please provide the following assets:

Placement	Specifications	Requirements
Desktop Hero Image x 1 image	1920x550 px 300 KB JPEG or PNG	<ul style="list-style-type: none"> <li>• Images to be of photography only – no use of solid colours or computer manipulated graphical elements please.</li> <li>• No text or logo is allowed in the brand images</li> <li>• Headline copy is set for introducing the Showroom environment (please note that no advertising text is allowed).</li> <li>• A dark overlay will be applied to the image to allow the text to be more visible</li> </ul>
Desktop Hero Image Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	<ul style="list-style-type: none"> <li>• Link 1 will click through to the manufacturer website</li> <li>• Link 2 will click through to a showroom details page</li> <li>• carsales will determine the font and colour of the type face</li> <li>• Third-party tracking for impressions and clicks is available</li> </ul>

## HTML5 Standard Banners

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner	728x90 px	JPEG or GIF 80 KB Max	HTML5 100 KB MAX
Mobile & App banner	300x100 px 300x250px		

### Hosting Options

- Rich Media ads must be third party served via DoubleClick or Sizmek. All third party tags must be SSL compliant (https).
- MediaMotive can serve raw HTML5 with all relevant files such as js, css and images being hosted by the client. JPEG and GIF images are also accepted.

### Requirements

- Animation length: 30 seconds maximum. Frame rate: 24 fps, Looping: allowed.
- Creative with a white or light coloured background must include a 1 pixel border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined edges.
- Creative must include click tags for publisher tracking. Download the build guide [here](#).

### Timeline

- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.
- For more information please contact Ad Operations [adops@mediamotive.com.au](mailto:adops@mediamotive.com.au)

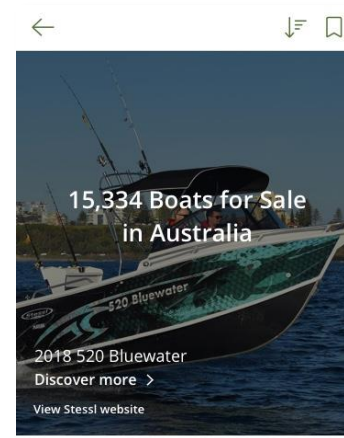
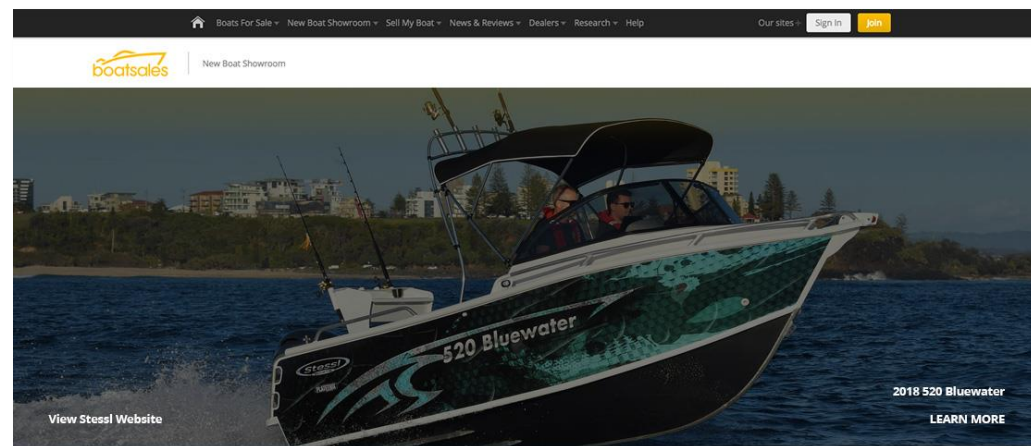
## CATEGORY PAGE

The Category Landing Page sponsorship delivers high impact integration into category pages within the Leisure and Lifestyle Showroom, helping OEMs drive consideration of their model, in its category, with an in-market audience.

This 30 day sponsorship is available across a range of categories and includes

- 100% SOV Hero Image (all devices)
- Standard IAB ad units (all devices)
- Internal driver to listings
- External Link to OEM website

### Hero Image



### Guidelines

- The image showcases a scene with a vehicle, caravan or boat relevant to the site (max 2) (no retail messaging, text or logos in image)
- The copy for the headline will be defined by carsales and will introduce the Showroom Landing page environment.

MediaMotive will build and host the native Hero Image. Please provide the following assets:

Placement	Specifications	Requirements
Desktop Hero Image x 1 image	1920x550 px 300 KB JPEG or PNG	<ul style="list-style-type: none"> <li>• Images to be of photography only – no use of solid colours or computer manipulated graphical elements please.</li> <li>• No text or logo is allowed in the brand images</li> <li>• Headline copy is set for introducing the Showroom environment (please note that no advertising text is allowed).</li> <li>• A dark overlay will be applied to the image to allow the text to be more visible</li> </ul>
Mobile & App Hero Image X 1 image	1000x1100px 300 KB JPEG or PNG	
Desktop Hero Image Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	<ul style="list-style-type: none"> <li>• Link 1 will click through to the manufacturer website</li> <li>• Link 2 will click through to a showroom details page</li> <li>• carsales will determine the font and colour of the type face</li> <li>• Third-party tracking for impressions and clicks is available</li> </ul>

## HTML5 Standard Banners

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner	728x90 px 300x250px	JPEG or GIF 80 KB Max	HTML5 100 KB MAX
Mobile & App banner	300x100 px 300x250px		

### Hosting Options:

- Rich Media & Expandable ads must be third party served via DoubleClick or Sizmek. All third party tags must be SSL compliant (https).
- MediaMotive can serve raw HTML5 with all relevant files such as js, css and images being hosted by the client. JPEG and GIF images are also accepted.

### Requirements:

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