New Car Showroom Latest Offers Page

Desktop & Mobile / App Specifications

Latest Offer Page Design

Overview

The Latest Offers page is a great place to influence a consumer's consideration set with relevant retail messaging to an in-market audience. The audience for this page are highly engaged with a lot of repeat visitors who are looking to make a purchase.

The Latest Offers package includes a weekly sponsorship of the first three placements on the page, including the hero image or video, a native tile and standard banner placements across all devices. You can drive your placements externally to your website, or to your chosen product page on the carsales website. See the inclusions below.

DESKTOP
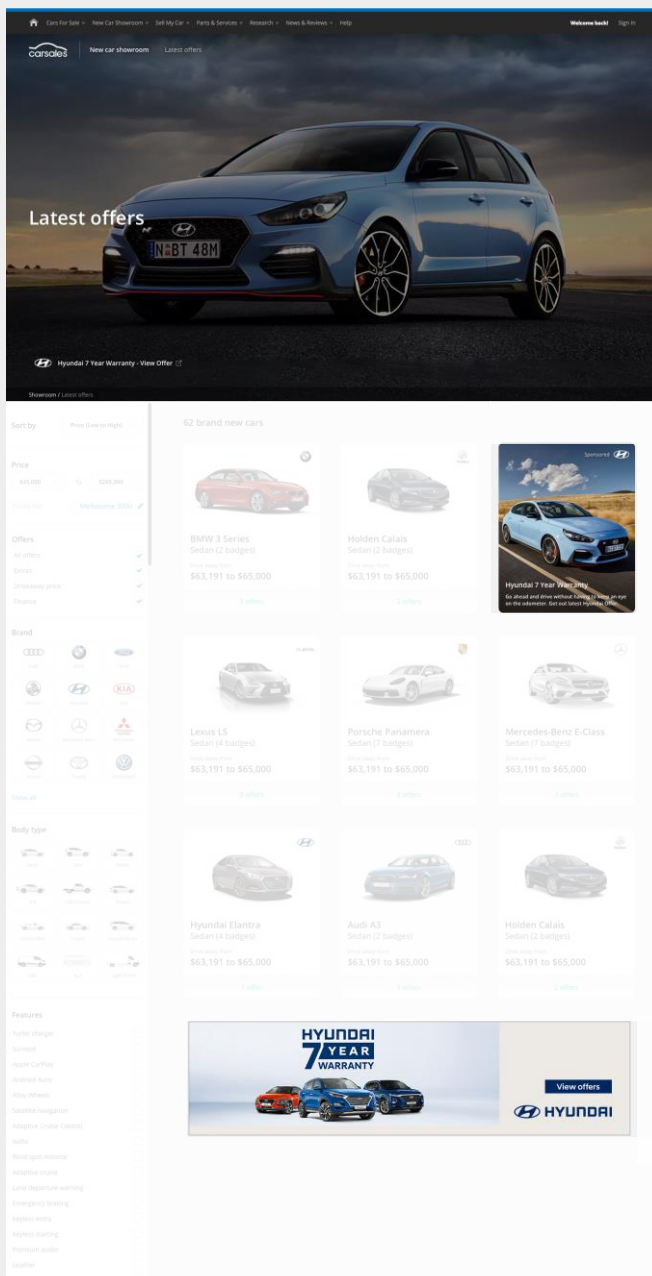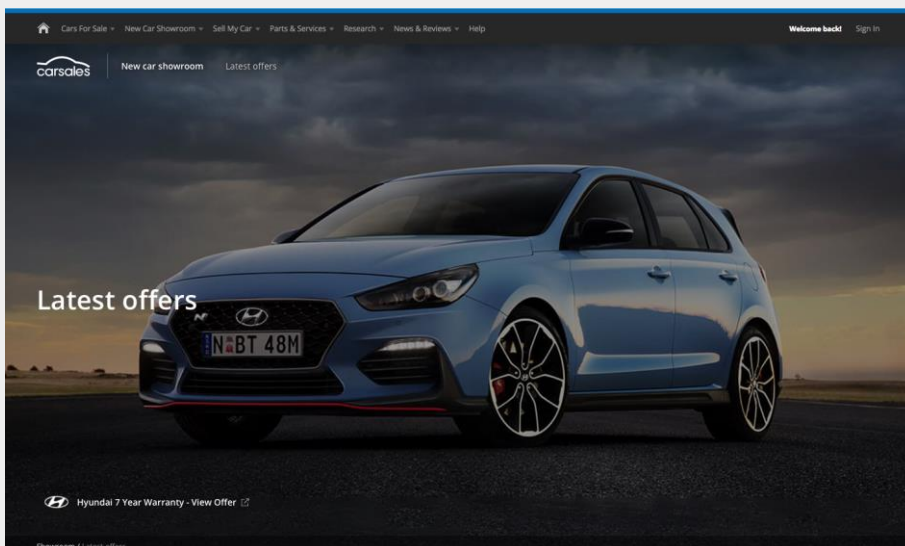
MOBILE / APP

1 Hero Image or video

2 Sponsored native tile

3 Display banner

Hero Image and Video Guidelines

- The image or video showcases a scene with a vehicle, landscape and/or lifestyle image as they drive the best engagement, and does not include any retail messaging, text or logos.
- Naturally lit images without high contrast, shadows or reflections to compliment the copy in the header.
- The focal point of the image must not intersect with the copy in the header.
- A separate image or video for desktop and mobile can be used for the best layout format.
- Visual devices can be used, but must not take up more than one quarter of the hero image total space.
- carsales will determine font and colour of typefaces, and have final say and approval as to what images can be used.

1
Hero Image or video

Hero Image and Video Specifications

You will need to supply your choice of image or video for both desktop and mobile/app.

|	
Mobile/app dimensions	640px (W) x 640px (H) and 1:1 video ratio
Desktop dimensions	1920px (w) x 1080px (h) and 16:9 video ratio
Image file format	JPEG, max 300kb
Video file format	MP4 or MOV, max 500mb

Text-link Specifications

A text-link will also appear in the bottom left corner of the image with your logo to drive either internally to a carsales model page, brand page or new car search result, or externally to your chosen page. carsales will determine the font and colour of the typeface. Logo specifications can be found on page 5. You can choose from either headline.

- (Max 35 characters) OR;
- Discover [Year] [Make] [Model]

Native Tile Guidelines

Part of the sponsorship includes a native tile with your logo and chosen headline and description that links internally to carsales or externally to your website. This will sit in the third listing placement across all platforms. Please see best practice for the creative below, and see the next page for specifications and character limits.

- The image showcases a scene with a vehicle or lifestyle image and does not include any retail messaging, text or logos.
- carsales will determine font and colour of typefaces, and have final say and approval as to what images can be used.
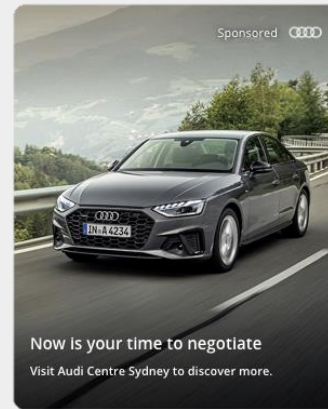
2 Sponsored native tile

Display Banner Requirements

Standard display banners on the page are also included in this sponsorship. Please see the next page for desktop and mobile/app specifications.

• Animation length: 15 seconds max
• Looping: continuous looping is not permitted. Animation is allowed, can loop twice and play through 3 times.
• Frame rate: 24 fps max
• Creative must include click tags for publisher tracking. Download the build guide here.
• Creative with a white or light coloured background must include a 1 pixel border
• A backup image is required to display for unsupported environments, such as older versions of Internet Explorer.
• Back up images must be clear with legible text and defined edges
• Click through URL for devices must link to a mobile friendly site
• Carsales Business reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network creative guidelines

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Display banner

Video

• Duration: Min 6 seconds / Max 30 seconds
• File type: MP4
• Aspect ratio: 16:9 or 4:3
• Frame rate: min 24 fps, max 30 fps

Video Requirements

• Video can autoplay up to 15 seconds with sound muted (1 MB max polite load)
• User initiated video can play up to 30 seconds with sound (3MB max initiated on user click/tap)
• Video play, pause & sound controls required
• Video cannot loop and must end with a placeholder image and call to action

Expandable Banners

• Initial banner must include a clear call to action, eg: click to expand
• Ad expansion must be user initiated upon user click/tap. Hover or Rollover must not be used as actions for ad expansion.
• Expanded panel must include a clearly displayed close button

Latest Offer Page Specifications

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	EXPANDED PANEL DIMENSIONS (WxH)	INITIAL BANNER LOAD	POLITE LOAD	USER INITIATED VIDEO	THIRD PARTY TRACKING
Hero Image or video	Desktop	1920x1080px (video ratio: 16:9)	Image: JPEG or PNG Video: MP4 or MOV (looped with no sound)	Image: 300kb Video: 500mb (max 15s)	N/A	N/A	N/A	N/A	Site hosted – please supply impression tracking only
	Mobile / App	640x640px (video ratio: 1:1)							
External Hero Image Text Link 1 Client website link **OR** **Internal Hero Image Text Link 2** Carsales website link	Desktop	Logo: 250x250px	Max 35 characters	Logo: 80kb	N/A	N/A	N/A	N/A	External: site hosted – please supply click tracking Internal: site hosted – CS will confirm URL so click tracking can be supplied
	Mobile / App								
Native tile with client website link or carsales website link	Desktop	Image: 600x750px Logo: 250x250px	JPEG or PNG Headline: max 25 characters Body copy: max 85 characters	Image: 300kb Logo: 80kb	N/A	N/A	N/A	N/A	External: site hosted – please supply click tracking Internal: site hosted – CS will confirm URL so click tracking can be supplied
	Mobile / App								
Display Banner	Desktop	970x250px 728x90px 300x250px	HTML5, JPEG or PNG	Image: 80kb	N/A	100kb	1MB	N/A	Third party served
	Mobile / App	300x250px							

Third Party Tracking (Optional)

A secure click tracker and impression tracker can be provided.
* All click-through URL's must be (https) secure in order to ensure that clicks are working correctly on all platforms and devices.

Timeline

To ensure technical compatibility and approval, please allow 10 working days.

All artwork must adhere to the carsales guidelines and code of conduct, and is subject to carsales' approval before going live. carsales has the right to refuse the display of any offensive or misleading artwork where applicable. carsales advertising booking terms & conditions apply.