



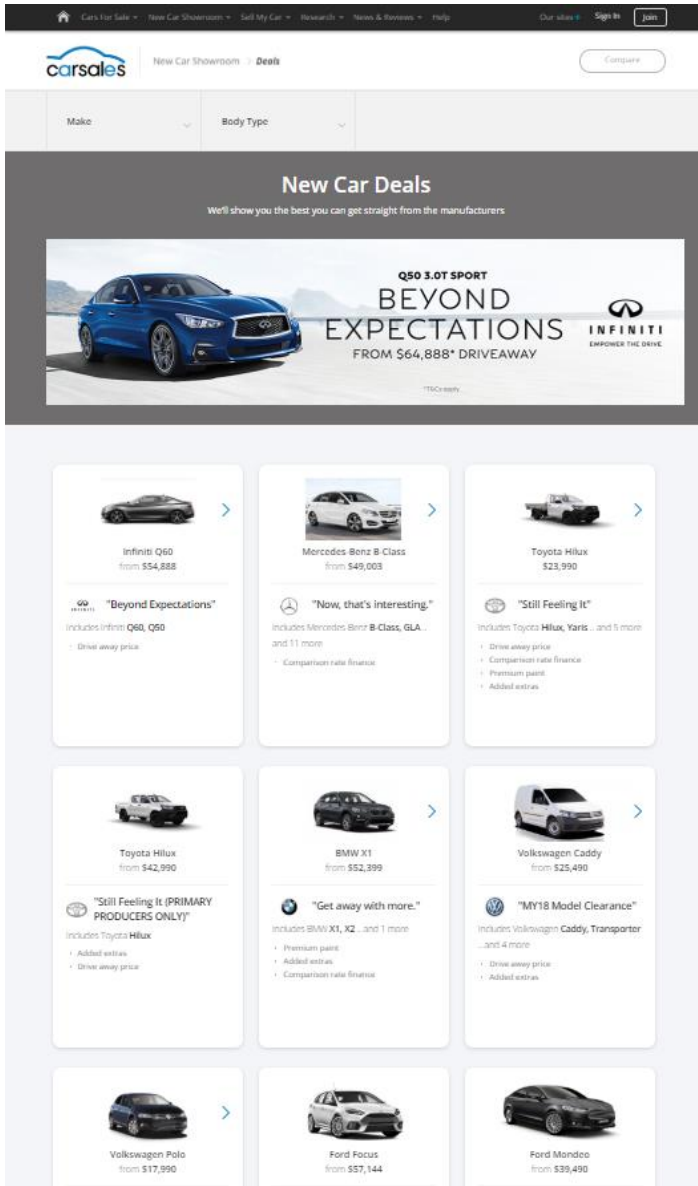
# New Car Showroom

Product Placement Guidelines

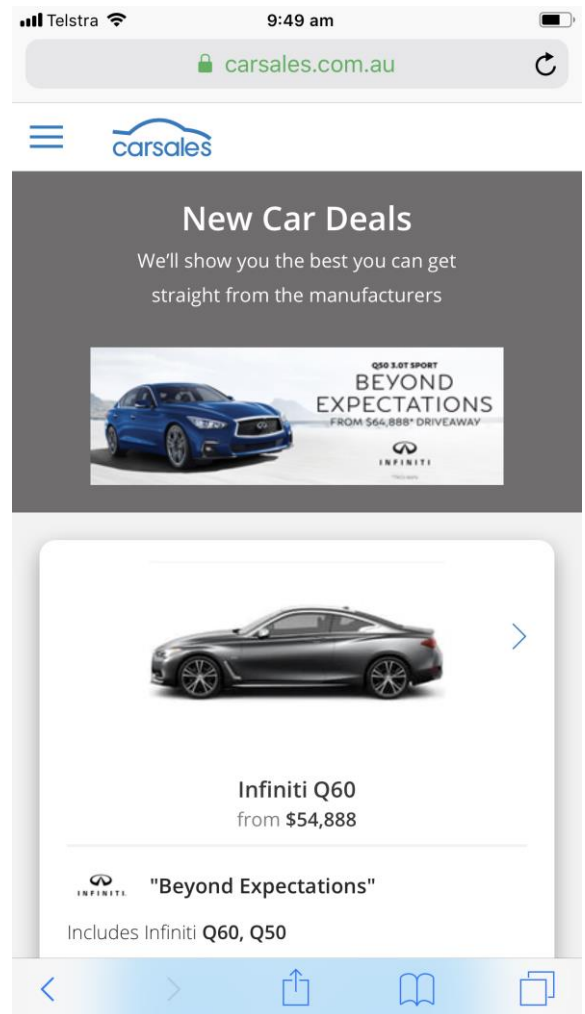
# New Car Deals

The New Car Deals sponsorship is the ideal placement for manufacturers who want to influence a consumer's consideration set by delivering relevant retail messaging to an in-market audience.

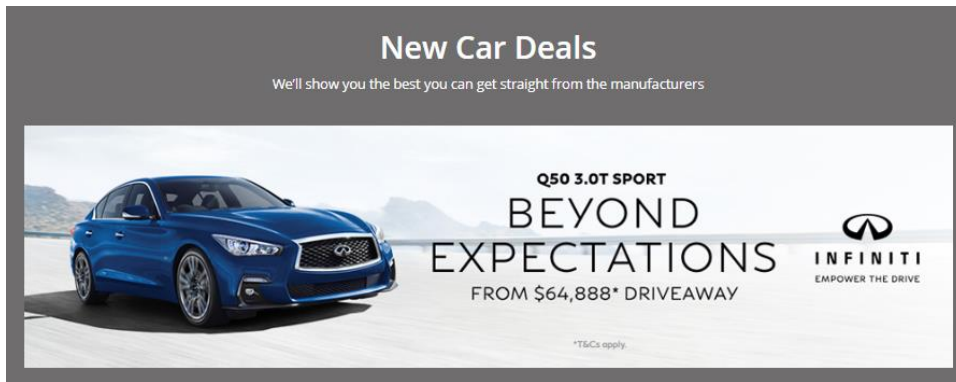
The weekly buyout consists of a billboard displayed at the top of the page (offsite-click) and the first native position within the New Car Deals listings (internal-click).



Example – New Car Deals page in be situ



Example – Mobile view in be situ



## HTML5 Standard Banner Specification

Device	Banner Dimensions	Back Up Image	Banner Load
Desktop	970 x 250px	JPEG, GIF 80 KB Max	HTML5 100 KB Max*
Mobile & Apps	300 x 100px		

## Hosting Options

- Rich Media HTML5 ads must be third party served via DoubleClick or Sizmek.
- Rich Media creative for In-App requires MRAID.JS. Separate ad tags will be required.
- 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.
- Looping: allowed.
- Frame rate: 24 fps
- Creative with a white or light colored 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.
- Click through URL for Mobi and App should go to a mobile optimised site or dedicated mobile site.
- Creative must include click tags for publisher tracking.

**Infiniti Q60**  
from \$54,888

**"Beyond Expectations"**  
Includes Infiniti Q60, Q50  
• Drive away price

**Mercedes-Benz B-Class**  
from \$49,003

**"Now, that's interesting."**  
Includes Mercedes-Benz B-Class, GLA, and 11 more  
• Comparison rate finance

**Toyota Hilux**  
\$23,990

**"Still Feeling It"**  
Includes Toyota Hilux, Yaris and 5 more  
• Drive away price  
• Comparison rate finance  
• Premium paint  
• Added extras

**Infiniti Q60**  
from \$54,888

**"Beyond Expectations"**  
Includes Infiniti Q60, Q50  
• Drive away price

## Key information

- Carsales will provide the content and build the Native, Deals, placement.
- This section will house all offers from the client.
- Third party tracking can be implemented to track impressions and clicks.

Companion Display Banners help extend the reach of your retail message. We apply VFACTs targeting to ensure you're message is reaching in-market consumers.

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- Creative must include click tags for publisher tracking.

## Companion HTML5 Standard Banner Specification

Banner Dimensions	Back Up Image	Banner Load
300 x 250px	JPEG, GIF 80 KB Max	HTML5 100 KB Max*
728 x 90px		

## Timeline

- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.