



# Brand Terms

Desktop & Mobile / App Specifications

## Standard Banner Ads

A standard banner is defined as a static or animated banner with a single click through. Banners with video or user-initiated interaction are considered Rich Media Banners.

Device	Banner Dimensions (w x h) px	Back Up Image	Banner Load
<b>Desktop</b>	728x90 300x250 300x600	JPEG, GIF 80 KB Max	HTML5 100 KB Max
<b>Mobile &amp; App</b>	300x250 300x100 300x50 680x75	JPEG, GIF 80 KB Max	HTML5 100 KB Max

\* Standard Banners are supported both on and off the carsales network.

### Please supply your creative in one of the following formats:

- JPEG or GIF image
- Secure third party ad tags from Sizmek or Doubleclick
- Raw HTML5 with all relevant files such as js, css and images being hosted by the client

### Requirements

- 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
- MediaMotive reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network [creative guidelines](#)

## Third Party Tracking (Optional)

A secure click tracker and impression tracker can be provided.

## Timeline

Creative material is due 5 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.

## Rich Media Banner Ads

Banner Dimensions (w x h) px	Expanded Dimensions	Direction	Back Up Image	Initial Banner Load	Polite Load or User Initiated Expansion	User Initiated Video
<b>Desktop</b>						
728x90	728x180	Down	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
300x250	600x250	Left				
300x600	600x600	Left				
<b>Mobile &amp; App</b>						
300x250 300x100 300x50 680x75	320x480	Portrait	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
	480x320	Landscape				
	Or Full Screen					

\* Rich Media Banners are only supported on the carsales network.

## Please supply your creative in one of the following formats:

- Secure third party ad tags from Sizmek or Doubleclick
- Ad tags for App requires MRAID.JS. Separate ad tags are required

## Requirements

- 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
- MediaMotive reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network [creative guidelines](#)

## Video

- Duration: 15 or 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

## 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

Creative material is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.