



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
Desktop	728x90 300x250 300x600	JPEG, GIF 80 KB Max	HTML5 100 KB Max
Mobile & App	300x250 300x100 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
Desktop						
728x90	728x180	Down	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
300x250	600x250	Left				
300x600	600x600	Left				
Mobile & App						
300x250 300x100 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. AMP based HTML creatives are not supported.

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.