



Content Cards

Product Placement Guidelines

Content Cards

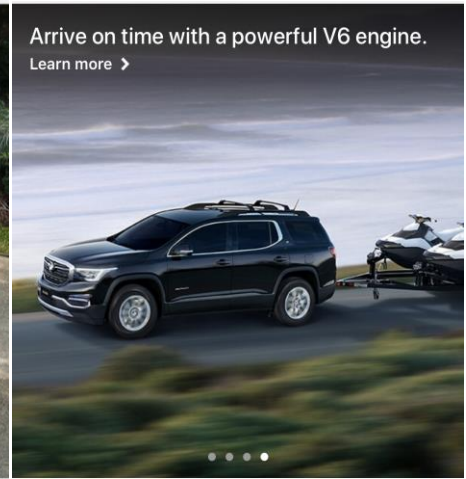
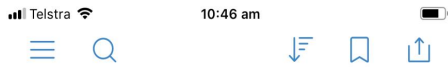
Engaging Content is a powerful way to get your car into the consumer's consideration set.

Content Cards increases the longevity of your content and ensures it is highly visible and readily available to consumers whenever they enter the car buying market.

Your content is presented in a native ad-unit. It allows you to tell your story through a clean, simple and beautiful creative canvas.

Content Cards can be promoted to carsales Communities, it combines VFACTS targeting by demographics and vehicle preferences. Great for awareness and consideration.

Or promoted to Inender Reach, speaking to consumers that are looking to make their car purchase within the next month. Perfect for conversion and retail messaging.



Holden Acadia
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Introducing the all-new Acadia.



Example – Mobile view in be situ

9:41 pm Thu 22 Nov



85%

Search Cars For Sale Clear



• Automatic • 42,700 km

• Automatic • 25,000 km

Private
NSW - Distance from me?

Dealer Used
VIC - Distance from me?



2013 Jeep Grand Cherokee Limited Auto 4x4 MY14

\$28,989
Excl. Govt. Charges Good Price

• SUV • 6cyl 3.6L Petrol
• Automatic • 88,717 km

Dealer Used
SA - Distance from me?



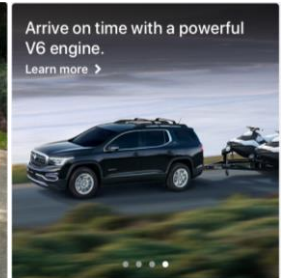
Don't just turn up... Arrive in the all-new Holden Acadia. [Learn More >](#)

Holden Acadia
Sponsored

Introducing the all-new Acadia.



Arrive in comfort with 7 full size seats. [Learn more >](#)



Arrive on time with a powerful V6 engine. [Learn more >](#)

Example – Tablet view in be situ

Content Amp Specification

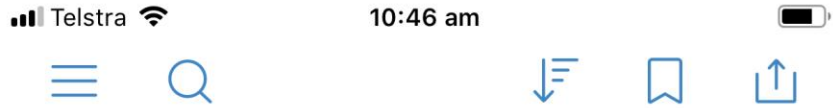
Ad Element	Specification	Requirements	Devices
Logo Image	100 x 100 px PNG or JPEG 500kb file size	Logo must be on a white or transparent background	Mobile iOS (Tablet and Mobi)
Card Images	627 x 627 px PNG or JPEG 2mb file size	Minimum of 2 Card Images required for ad-unit	
Card Text	50 characters (inc spaces)	Required per card	
CTA Text	30 characters (inc spaces)	Required per card	
Headline Text	30 characters (inc spaces)	1 per ad-unit	
Body Text	110 character (inc spaces)	1 per ad-unit	

Hosting Options

Native Ad Placements are hosted by MediaMotive. Third party tracking can be implemented to track impressions and clicks.

Timeline

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

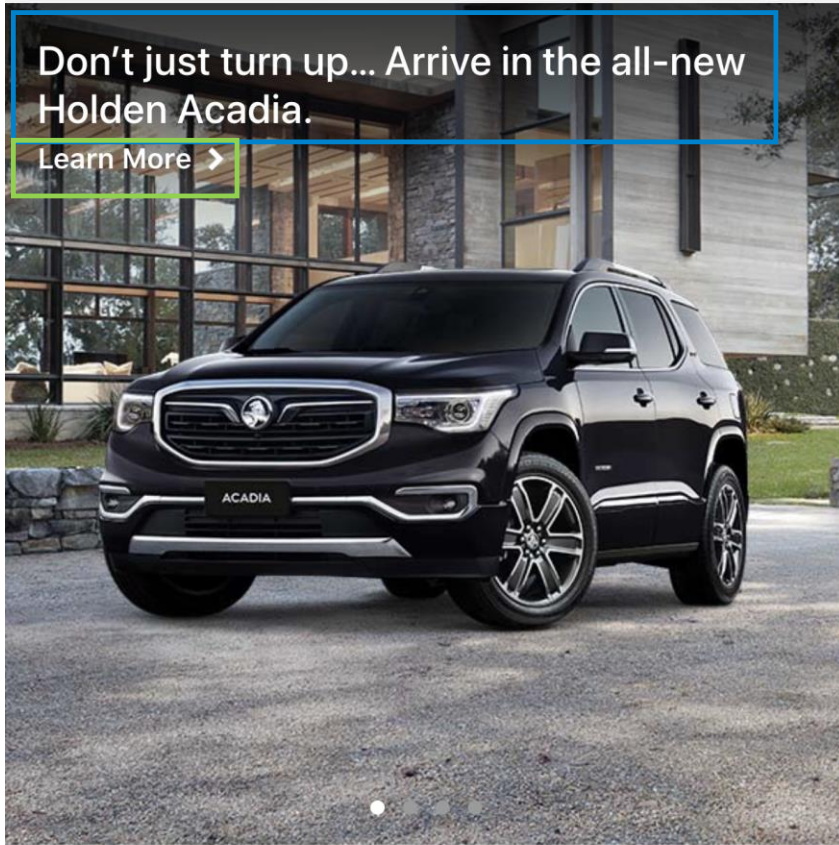


Card Text

Don't just turn up... Arrive in the all-new Holden Acadia.

CTA Text

Learn More >



Card Image

Logo Image



Holden Acadia
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Headline Text

Introducing the all-new Acadia.



Body Text

