Car of the Week

Native Ad Specifications
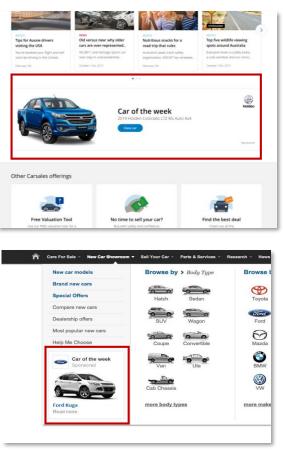
Car of the Week - On Network Design
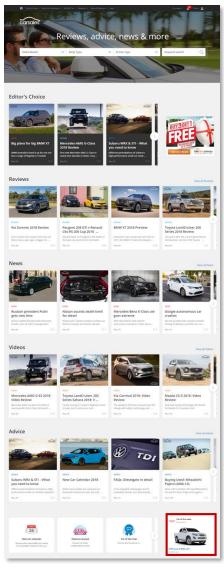
Mobile

Homepage

Editorial Homepage

Product Overview

Car of the Week is an integrated native ad that sits in various placements across the Auto Network.

This placement is a unique opportunity to showcase a car of the week, whether it's a new car launch, special offer or other type of promotion.

Placements

- Desktop – carsales homepage, New Car Showroom navigation menu, Editorial homepage
- Mobile & App – carsales homepage

Component	Dimensions (w x h) px	Copy	Requirements
Logo	150x150px JPEG or PNG	N/A	Transparent background
Car Image	1920x1280 JPEG (min 1280x853px)	N/A	White background
Car Name	N/A	20 characters including spaces	N/A
URL	N/A	N/A	Car must click through to a matching BNC details page (this can have a special offer against it)

Requirements

- Sold on a weekly basis.
- Only one version of creative to run for the full week. Creative cannot be rotated within the week.

Tracking

- Placement is hosted by MediaMotive and tracking is across the campaign, not individual placements.
- Third party tracking can be implemented – please supply 1 click tracker and 1 impression tracker for the network

Timeline

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

Audience360 Off-Network Display Ads

Sponsored ☀ carsales.com.au
The Holden Colorado is carsales 'Car of the Week'
The Colorado Z71 Xtreme is a rare beast. Built to tackle any terrain, the Colorado Z71 Xtreme brings out the adventurer in you.

The Holden Colorado is carsales 'Car of the Week'
carsales.com.au
Sponsored ☀

Sponsored ☀
The Holden Colorado is carsales 'Car of the Week'
carsales.com.au   More

carsales.com.au Featured Cars ...
Sponsored · ☁
The Colorado Z71 Xtreme is a rare beast. Built to tackle any terrain, the Colorado Z71 Xtreme brings out the adventurer in you.

CARSALES.COM.AU
The Holden Colorado is carsales 'Car of the Week'   LEARN MORE

👍 Like   💬 Comment   ↪ Share

Product Overview

Car of the Week Plus has an optional off-network extension to target users with A360 native placements.

The off-network placement requires some additional specs to be supplied.

Placements

- Audience360 targeted Off-Network placement.

Components	Dimensions (w x h) px	Copy	Max File Size
Ad Description	N/A	20 – 150 characters	N/A
Large Image	1200x627 or higher (1.91:1 ratio)	N/A	2MB
Basic Image	627x627 (1:1 ratio)	N/A	2MB

Requirements

- Placement must be sold with On-Network component
- Image must be the same as used with the On-Network placement

Tracking

- Placement is hosted by Audience360 and tracking is across the campaign, not individual placements.
- For Facebook tracking, Audience360 currently cannot implement 3rd party tracking delivered on the platform

Timeline

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

Quality Standards

It is important that we place an emphasis on high quality imagery that is used across this placement as it can make a big impact on the results of the campaign. Please refer to the below guide on image quality standards across carsales.

Image Quality

- Largest resolution possible, minimum of 694px (w) x 378px (h)
- Should be of front 3/4 driver or front 3/4 passenger angle
- Image needs to be on a solid, pure white background (no effects)
- Image must be of the whole vehicle with no parts of the vehicle cropped (see below example)

Good Quality ✔

Bad Quality ✘