



Car of the Week

Native Ad Specifications

Mobile

The mobile app interface features a top navigation bar with the carsales logo and a 'Sell my car' button. The main content area is dominated by a large hero image of a woman standing next to a car, with the text 'Find your next new or used car' and a 'Search cars' button. Below this is a 'CarFacts' section with a 'GET THE FACTS NOW' button. The 'New Car Showroom' section includes filters for 'Body Type' and 'Brand', and a grid of car categories: SUV, Sedan, Wagon, Hatch, Ute, and Convertible. A 'View all body types' button is also present. The 'You may be interested in...' section features a 'Stratton Finance' advertisement. The 'Car of the week' section is highlighted with a red border, showing a '2018 Isuzu D-MAX LS T' with a 'Sponsored' tag. Below this is a 'Selling your car...' section with a 'No time to sell your car?' button and a 'Get your free Instant Offer' button.

Homepage

The homepage layout includes a top row of four news articles: 'Tips for Aussie drivers visiting the USA', 'Old versus new: why older cars are over-represented', 'Nutritious snacks for a road trip that rules', and 'Top five wildlife viewing spots around Australia'. Below the news is a large featured section for the 'Car of the week', which is a 2019 Holden Colorado LTZ MG Auto 4x4. This section is highlighted with a red border. Underneath is an 'Other Carsales offerings' section with three buttons: 'Free Valuation Tool', 'No time to sell your car?', and 'Find the best deal'. The main navigation bar includes 'Cars For Sale', 'New Car Showroom', 'Sell Your Car', 'Parts & Services', 'Research', and 'News'. The 'New car models' section is divided into 'Brand new cars', 'Special Offers', 'Compare new cars', 'Dealership offers', and 'Most popular new cars'. The 'Browse by' section is organized by 'Body Type' (Hatch, Sedan, SUV, Wagon, Coupe, Convertible, Van, Ute, Cab Chassis) and 'more body types'. A 'Car of the week' section is also present, featuring a 'Ford Kuga' and is highlighted with a red border.

Editorial Homepage

The editorial homepage features a top navigation bar with the carsales logo and a search bar. The main content area is divided into several sections: 'Reviews, advice, news & more', 'Editor's Choice' (with a 'BUY 3 GET 1 FREE' promotion), 'Reviews' (featuring articles on Kia Sorento, Peugeot 208, BMW X7, and Toyota LandCruiser), 'News' (featuring articles on Russian president Putin, Nissan, Mercedes-Benz X-Class, and Google), 'Videos' (featuring articles on Mercedes-AMG G 63, Toyota LandCruiser, Kia Carnival, and Mazda CX-5), and 'Advice' (featuring articles on Subaru WRX, New Car Calendar, and FAQ: Dieselgate). The 'Car of the week' section is highlighted with a red border, featuring a '2018 Isuzu D-MAX LS T'.

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'

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The Holden Colorado is carsales 'Car of the Week'



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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 ✗