



# Car of the Week

Native Ad Specifications

## Product Overview

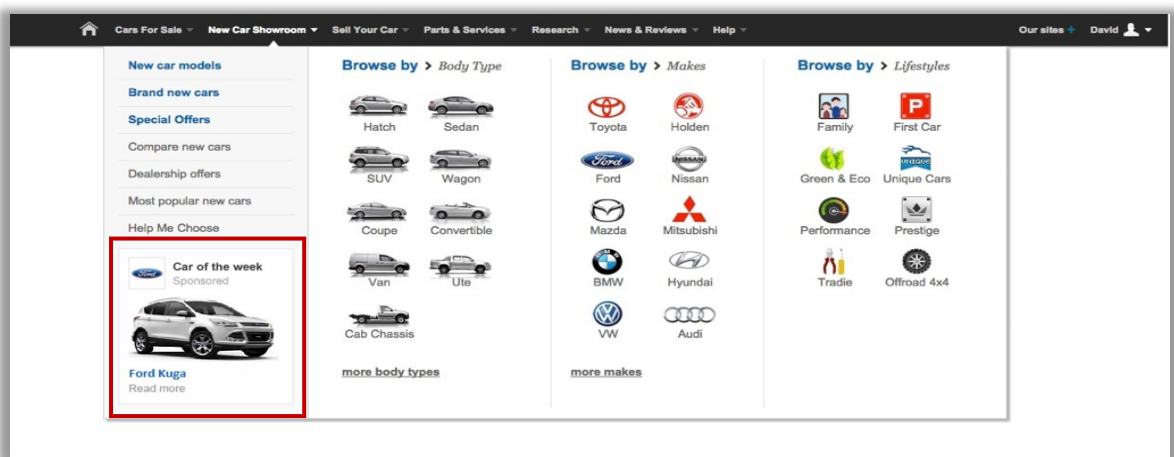
Car of the Week is an integrated native ad that sits in various placements across the auto network. This placement is a unique opportunity to showcase a car of the week, whether it's a new car launch, special offer or other type of promotion.

### Placement

Mobi & App: carsales homepage

Desktop: carsales homepage, new car showroom navigation menu, editorial homepage

Specs	Characters / Dimensions	File Type
Logo	37x37 PNG on transparent background	PNG
Car Image	1920x1280 JPEG on white background.	JPG
Car Name	20 characters including spaces	
URL	Car must click through to a matching BNC details page (which can have a special offer against it)	



### Requirement

Placement is 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 materials due at least 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking terms & conditions apply.

For more information please contact your Account Manager or email: [adops@mediamotive.com.au](mailto:adops@mediamotive.com.au)

## CARSALES MOBILE

carsales Sell my car

Find your next new or used car

Search cars

Don't risk buying a car with an unknown past  
**CarFacts** GET THE FACTS NOW

New Car Showroom

Body Type Brand

SUV Sedan  
 Wagon Hatch  
 Lite Convertible

View all body types

You may be interested in...

Stratton Finance Part of the Carsales Network

Car loans you'll rate  
 Get a quote

**Car of the week**

Sponsored  
 2018 Isuzu D-MAX LS-T

Selling your car...

No time to sell your car?  
 Get an offer, instantly!

Get your free Instant Offer  
 Next business day payment

## CARSALES HOMEPAGE

carsales Find your next car

Explore New Car Showroom

Australia's new home for collectors  
 Models from \$99.95

Car Reviews, News & Advice

Latest News & Reviews

Category

You might be interested in...

carsales

## CARSALES EDITORIAL HOMEPAGE

carsales Reviews, advice, news & more

Editor's Choice

Reviews

News

Videos

Advice

**Car of the week**

## 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.

### Placement

- Audience360 Targeted Off Network Placement

### Audience360 Native Standard As Unit Specs

Component	File Type	Characters / Dimensions	Max File Size
Ad Description	Text	20 – 150 Characters	N/A
Large Image	JPG	1200 x 627px or higher (1.91:1 ratio)	2MB
Basic Image	JPG	627 x 627px (1:1 ratio)	2MB

The creative examples include:

- A sponsored text ad with a red Holden Colorado image and the headline "The Holden Colorado is carsales 'Car of the Week'".
- A featured cars ad with the headline "carsales.com.au Featured Cars" and a "Sponsored" tag.
- A social media-style ad with a red Holden Colorado image, the headline "The Holden Colorado is carsales 'Car of the Week'", and a "Sponsored" tag.
- A social media-style ad with a red Holden Colorado image, the headline "The Holden Colorado is carsales 'Car of the Week'", and a "More" button.
- A social media-style ad with a red Holden Colorado image, the headline "The Holden Colorado is carsales 'Car of the Week'", and a "LEARN MORE" button.
- A social media-style ad with a red Holden Colorado image, the headline "The Holden Colorado is carsales 'Car of the Week'", and "Like", "Comment", and "Share" buttons.

### Requirement

Placement must be sold with on-network component included  
Same image as 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 3<sup>rd</sup> party tracking delivered on the platform.

### Timeline

- Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking terms & conditions apply.

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