



# High Impact Homepage

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## Dealer

Desktop & Mobile / App Specifications

## Overview

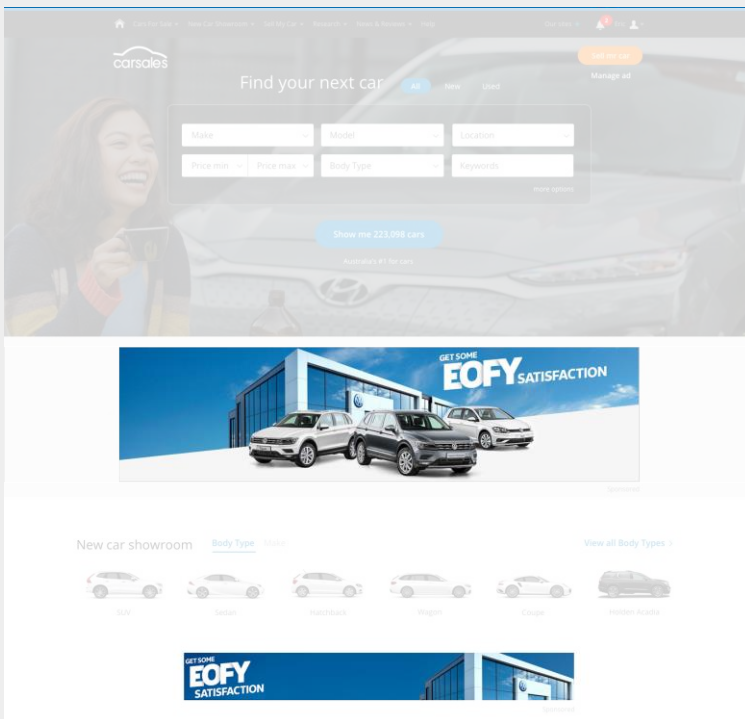
The carsales Homepage and First Impact product has been the gateway to the largest new car marketplace in Australia for years, reaching over 450,000 UBs each day.

This top-of-the-funnel product provides maximum reach and high impact for brand executions, retail campaigns or model support by taking ownership of the homepages and first 3 impressions across the carsales automotive network – carsales and Redbook.

In the new design, the high impact homepage experience for dealers includes a **billboard banner** ad for desktop and **Standard IAB ad units** (all devices).

## High Impact Homepage placements

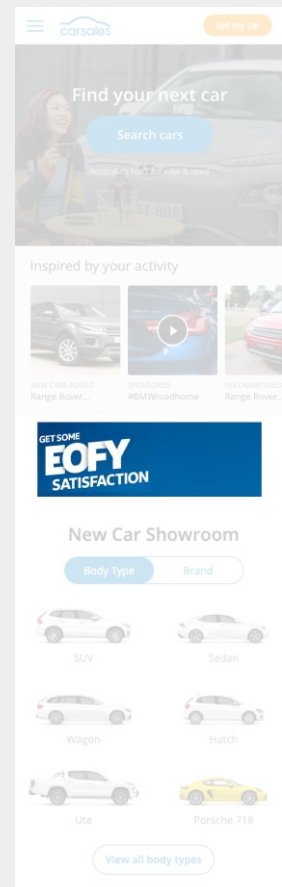
### DESKTOP



1  
Billboard  
Banner

2  
Standard  
Banner

### MOBILE/APP



1  
Mobile  
Banner

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	EXPANDED PANEL DIMENSIONS (WxH)	INITIAL BANNER LOAD	POLITE LOAD	USER INITIATED VIDEO	THIRD PARTY TRACKING
Billboard Banner	Desktop	970x250px	HTML5, JPEG or PNG	80kb default image	N/A	100kb	1MB video (optional) can autoplay without sound, 15s max	3MB additional file for user initiated video, 60s max	Third party served
	Mobile / App	300x100px			300x534 (optional)				
Standard Banners*	Desktop	728x90px 300x250px	HTML5, JPEG or PNG	80kb default image	N/A	100kb	1MB	N/A	Third party served
	Mobile / App	300x100px 680x75px							

\*Creative will run against First Impact + Homepage placements on carsales & Redbook

## Homepage & Standard banner requirements

- Animation length: 30 seconds max, Frame rate: 24 fps, Looping: allowed.
- Creative with a white or light coloured background must include a 1px border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined edges.
- Creative must include click tags for publisher tracking.

## Video Specifications

Video can be used in the standard banners and MyFeed placements. This does not include the hero image.

### *Polite Load*

File Size: 1MB

Length: 15 seconds (autoplay without sound)

Format: MP4

Video Ratio: 3:2, 16:9 or 1:1

Quality: 720p or above

User initiated video

File size: 3MB

Length: Up to 60 seconds

Format: MP4

Video Ratio: 3:2, 16:9 or 1:1

Quality: 720p or above

## 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

To ensure technical compatibility and approval, the below creative timelines must be followed:

- **10 working days** for rich media creative
- **5 working days** for standard banners

All artwork must adhere to the carsales guidelines and code of conduct, and is subject to carsales' approval before going live. carsales has the right to refuse the display of any offensive or misleading artwork where applicable. carsales advertising booking [terms & conditions](#) apply.