



# High Impact Homepage

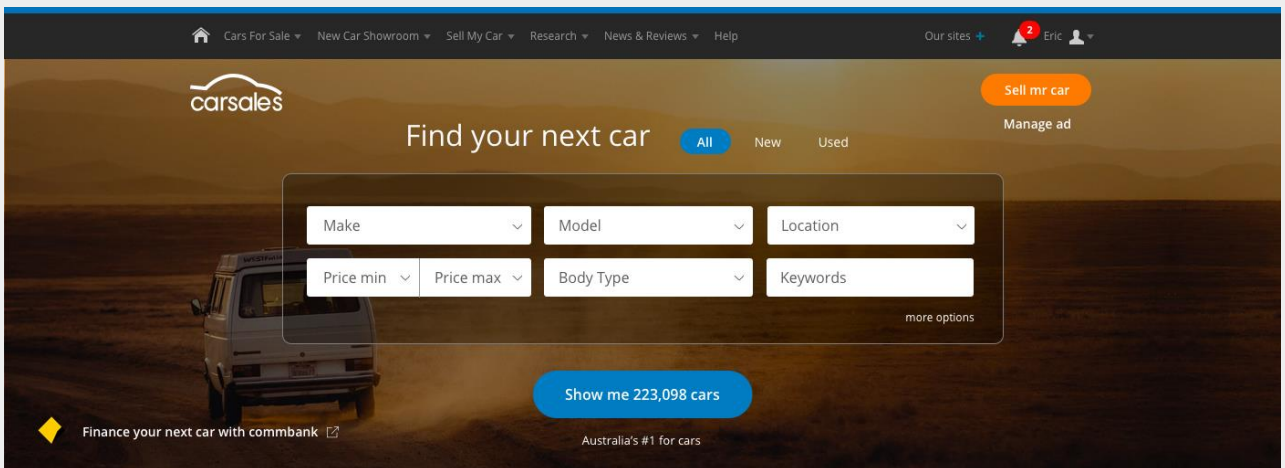
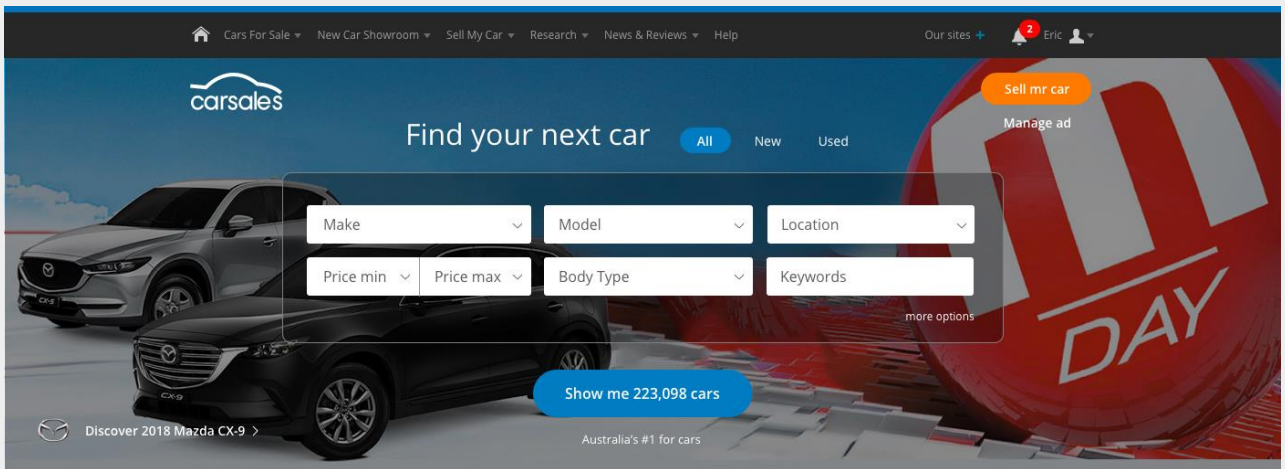
Desktop & Mobile / App Specifications

## Overview

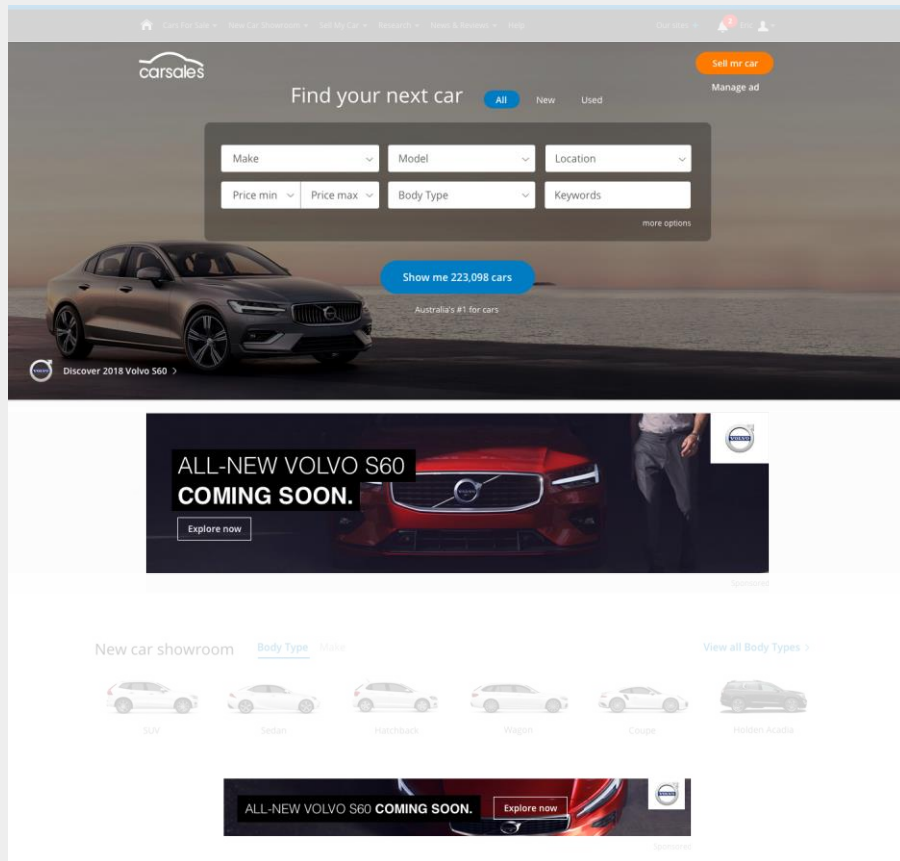
The carsales Homepage and First Impact product has been the gateway to the largest new car marketplace in Australia for years, reaching over 450,000 UBs each day.

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 experience includes a large hero image of the sponsor's choice, the sponsor's logo, billboard banner for desktop and standard IAB ad units (all devices). Please see the below examples of different types of hero images you can use for your brand.



## DESKTOP



1  
Hero Image

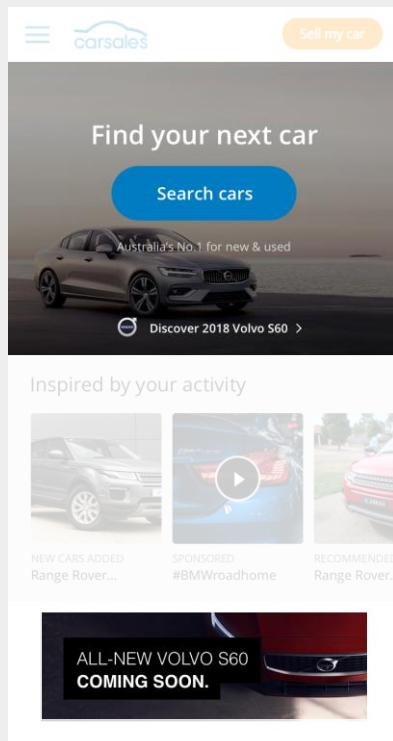
2  
Billboard Banner

3  
Standard Banner

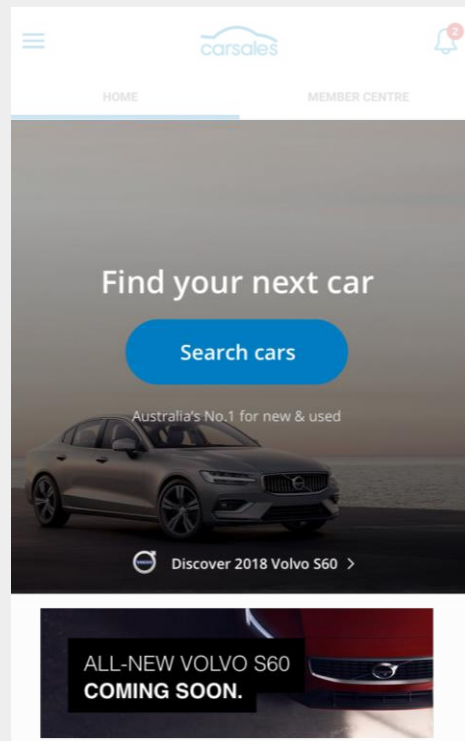
## MOBILE / APP

Please note, the mobile/app version only includes one banner as opposed to the desktop which includes two banners.

### iOS



### ANDROID



1  
Hero Image

2  
Mobile Banner

The 'Hero Image' offers advertisers an integrated, native platform delivering an immersive experience for consumers, driving brand and model consideration in the most viewable position on the network.

The homepage interface elements need to appear clearly with the hero image. At least half the image should contain negative space to create balance with the interface elements.

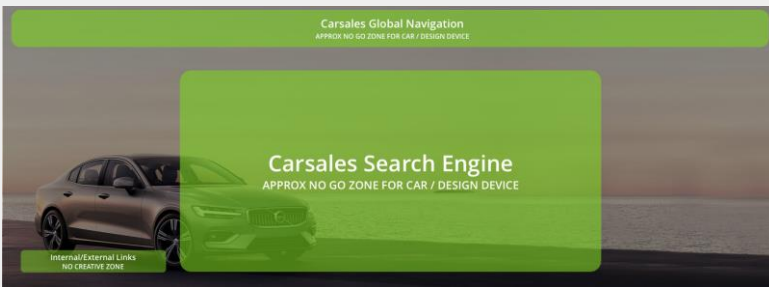
carsales will build and host the native 'Hero Image' placement and can supply an image from our creative library if required.

The focal point of the image must not intersect with the carsales search engine. This zone must be kept clear as per the below examples. A dark overlay is also applied to the hero image, allowing the search area and text to be more visible.

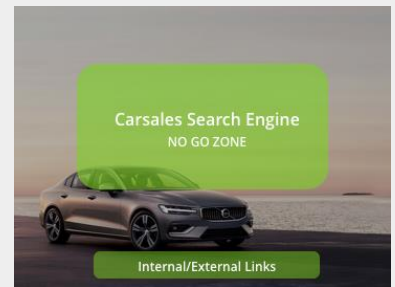
If a visual device is used in the image, it's best if this only takes up one quarter of the space. No retail messaging, text or logos can appear in the hero image.

Lifestyle, landscape and auto-related images drives the best engagement with our audience. Please see the next page for the full set of guidelines, best practice and dimensions for all platforms.

## DESKTOP



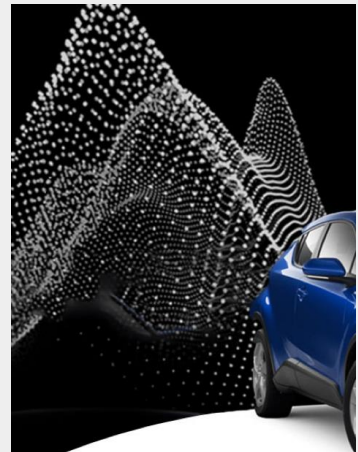
## MOBILE / APP



Dark overlay applied to the above image

## Hero Image Guidelines & Best Practice

- The image showcases a scene with a vehicle, landscape and/or lifestyle image, but does not include any retail messaging, text or logos.
- Naturally lit images without high contrast, shadows or reflections to compliment the search interface.
- A separate image for desktop and mobile can be used for the best layout format.
- Visual devices can be used as per below, but must not take up more than one quarter of the hero image total space.
- carsales will have final say and approval as to what images can be used.



## Hero Image Specifications

Desktop size: 1920px (w) x 510px (h)

Mobile/app size: 1080px (w) x 810px (h)

File format: JPEG Max 300kb

## Text-link Specifications

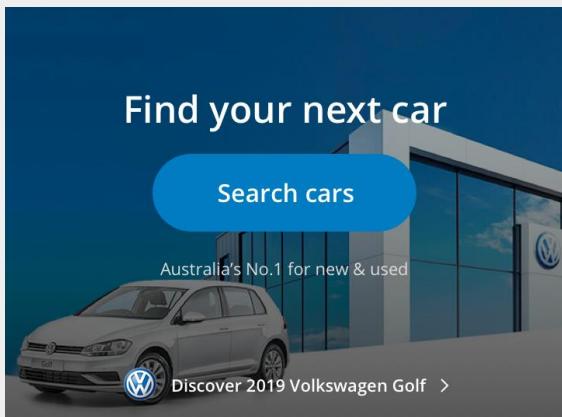
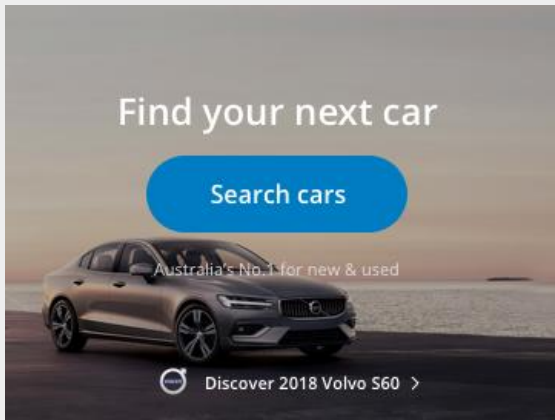
A text-link will also appear in the bottom left corner of the image with your logo and will link either internally to a carsales model page, brand page or new car search result, or externally to your chosen page. carsales will determine the font and colour of the typeface. Please see the character limits below for both internal and external links, and logo specifications are on the next page.

### Your choice of either headline:

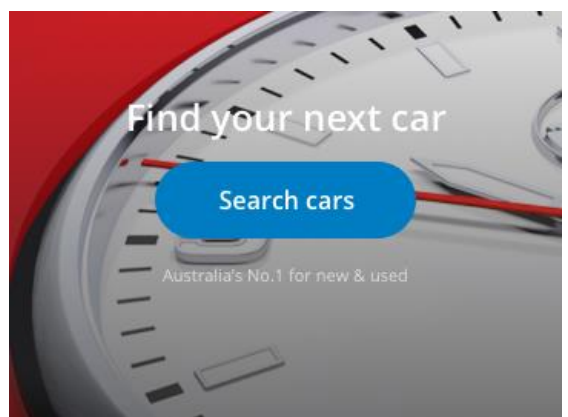
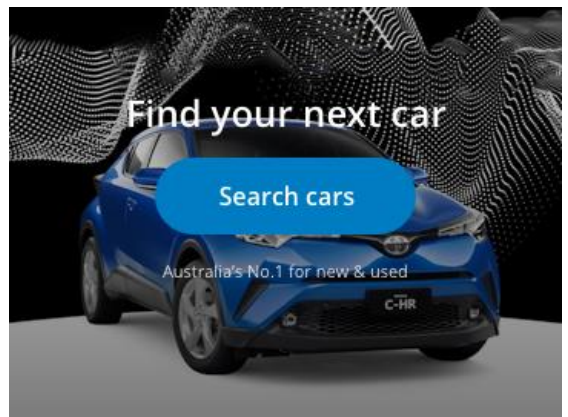
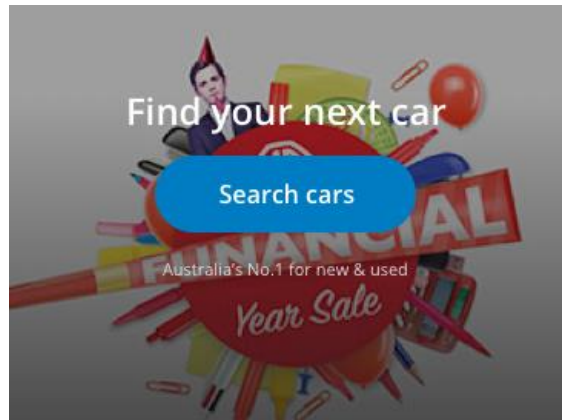
**Internal link:** Discover [Year] [Make] [Model]

**External link:** (max 35 characters)

## DO ✓



## DON'T ✗



# High Impact Homepage Specifications



PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	EXPANDED PANEL DIMENSIONS (WxH)	INITIAL BANNER LOAD	POLITE LOAD	USER INITIATED VIDEO	THIRD PARTY TRACKING
Hero Image <a href="#">(page 5)</a>	Desktop	1920x510px	JPEG or PNG	300kb	N/A	N/A	N/A	N/A	Site hosted – please supply impression tracking only
	Mobile / App	1080x 810px							
<b>External Hero Image Text Link 1</b> Client website link  <b>OR</b> <b>Internal Hero Image Text Link 2</b> Carsales website link <a href="#">(page 5)</a>	Desktop	Logo: 250x250px	Max 35 characters	Logo: 80kb	N/A	N/A	N/A	N/A	Site hosted – please supply click tracking
	Mobile / App		<b>OR</b> Discover [Year] [Make] [Model]						Site hosted – CS will confirm URL so click tracking can be supplied
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.