carsales

Native Gallery

Desktop & Mobile / App Specifications

mediamotive

Product Overview

Native Gallery offers F&I advertisers the opportunity to present a relevant message towards the end of the purchase journey – as consumers engage with photos of their chosen vehicle and submit enquiries.

Appearing in the fifth position on the gallery to ensure reach, combined with a contextually relevant message to delivery a strong performance.

Key information

- Targeting can be applied to ensure the right message to the right audience

Guidelines

- Copy character limits must be considered and applied
- No block capital letters to be used unless at the of a sentence or it part of the advertiser's name
- Copy will wrap to the next line automatically and cannot be manually overridden
- Font style, colour and sizes cannot be customised
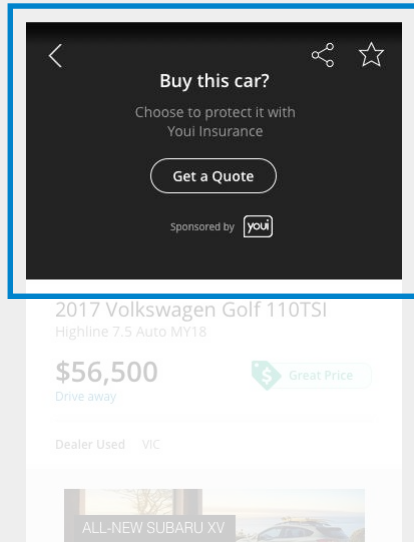- Background colour cannot be customised. Background colour is:

  #232323   R35 G25 B35 A100

- All ad messaging will be accompanied by the "Sponsored by" tag followed by the advertiser's logo. This cannot be customised
- Portrait and Landscape will be the same content
- Logo will appear in both the ad messaging as well as in the thumbnail on Desktop. Thumbnails are not available on Mobile / App
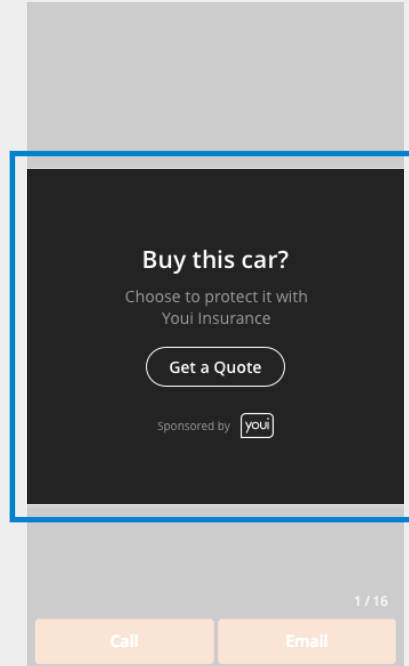
Timeline

- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.
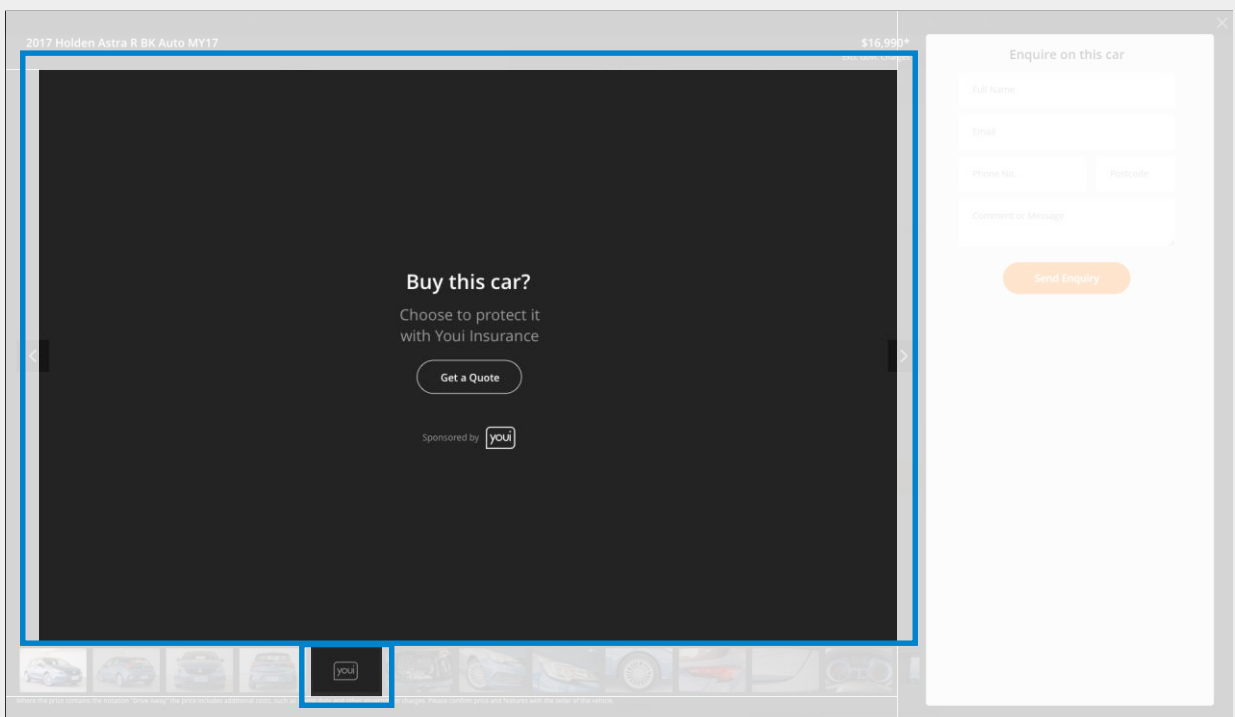
Design: Native Gallery

MOBILE / APP
Details Page View

In Gallery View

Buy this car?

Choose to protect it with
Youi Insurance

Get a Quote

Sponsored by youi

2017 Volkswagen Golf 110TSI
Highline 7.5 Auto MY18

$56,500
Drive away

Great Price

Dealer Used   VIC

ALL-NEW SUBARU XV

Buy this car?

Choose to protect it with
Youi Insurance

Get a Quote

Sponsored by youi

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Call   Email

DESKTOP
In Gallery View with thumbnail

2017 Holden Astra R BK Auto MY17 $16,990*

Enquire on this car

Full Name

Email

Phone No.   Postcode

Comment or Message

Send Enquiry

Buy this car?

Choose to protect it
with Youi Insurance

Get a Quote

Sponsored by youi

youi

Title (Line #1)
Desktop & Mobile / App: Maximum of 15 characters including spacing. Please note this line of copy is bold

Sub-Title (Line #2)
Desktop & Mobile / App: Maximum of 42 characters including spacing

Call to Action (Line #3)
Desktop & Mobile / App: Maximum of 15 characters including spacing. Please note this line of copy is bold.
The Call to Action button clicks externally – See carsales Network Creative Guidelines on the external click-through process.

Logo
Desktop & Mobile / App: High resolution at 33px height (Width up to 128px maximum). Please ensure there is no padding surrounding the logo to ensure the logo fills the space provided.
PNG format (transparent background) with White content (copy / imagery).

"Sponsored by" will be automatically added in front of the logo. The logo will automatically appear in the thumbnail on Desktop. These cannot be customised

Tracking
Desktop & Mobile / App: Product is hosted by MediaMotive and tracking is across the campaign, not individual placements. Third party tracking can be implemented – Please supply 1 impression tracker and 1 click tracker for the network

Checklist

PLACEMENT	DEVICE	DIMENSIONS	FORMAT	IMAGE SIZE	TEXT	THIRD PARTY TRACKING
Title	Desktop & Mobile / App	N/A	Please supply in Word Document	N/A	Max. 15 characters including spacing	Please supply 1x impression tracker & 1x click tracker
Sub-Title		N/A	Please supply in Word Document		Max. 42 characters including spacing	
Call to Action		N/A	Please supply in Word Document		Max. 15 characters including spacing	
Logo		33px height (width up to 128px max.)	PNG		N/A	