

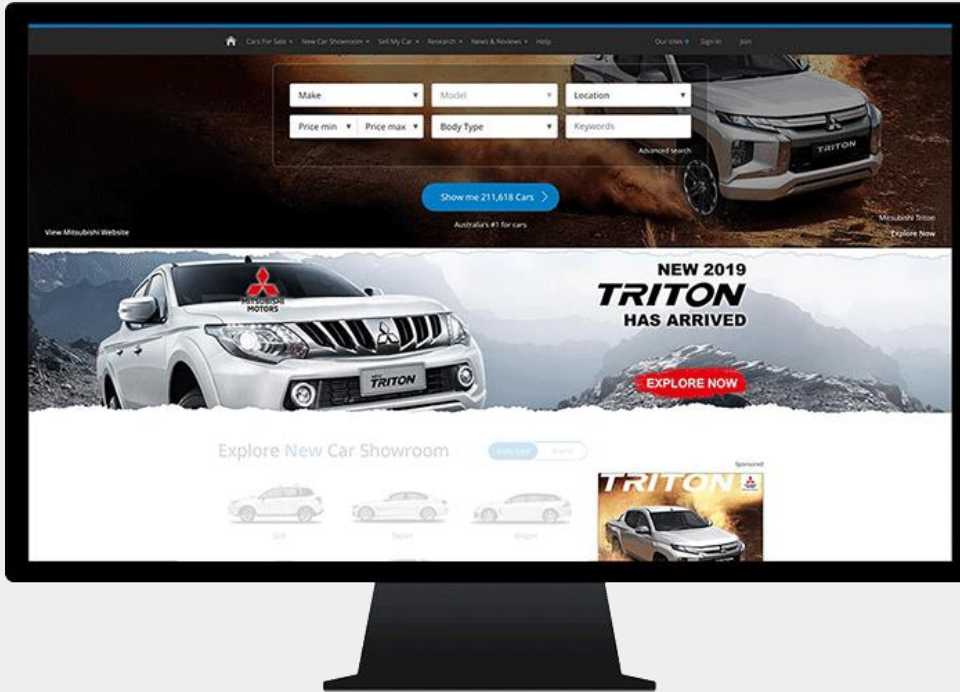


Desktop & Mobi Portal

Combined Specifications

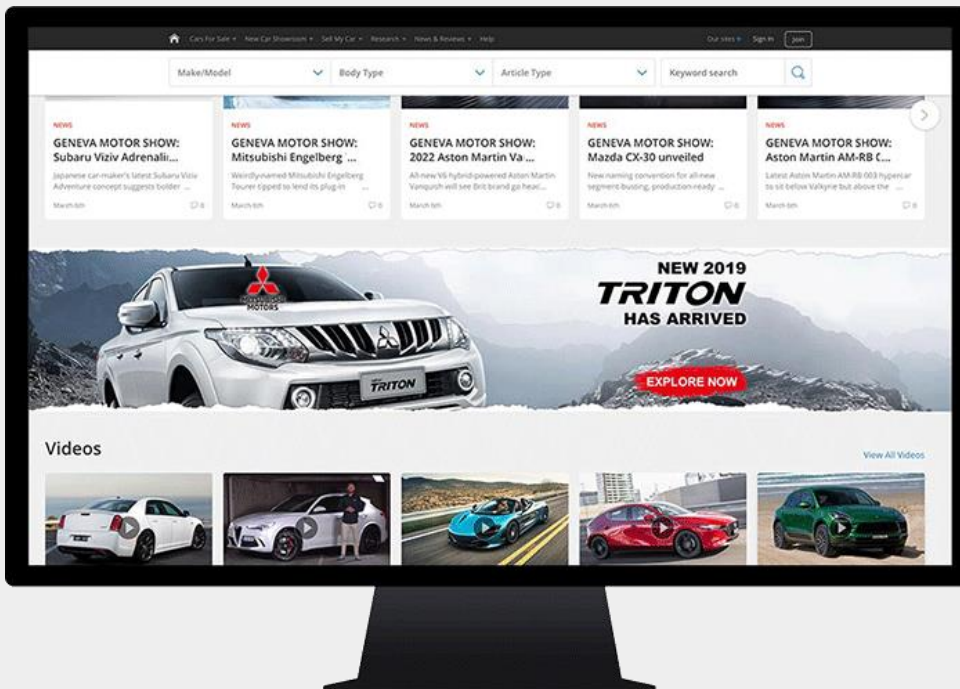
Desktop Portal Classic

CARSALES HOMEPAGE



Desktop Portal Classic

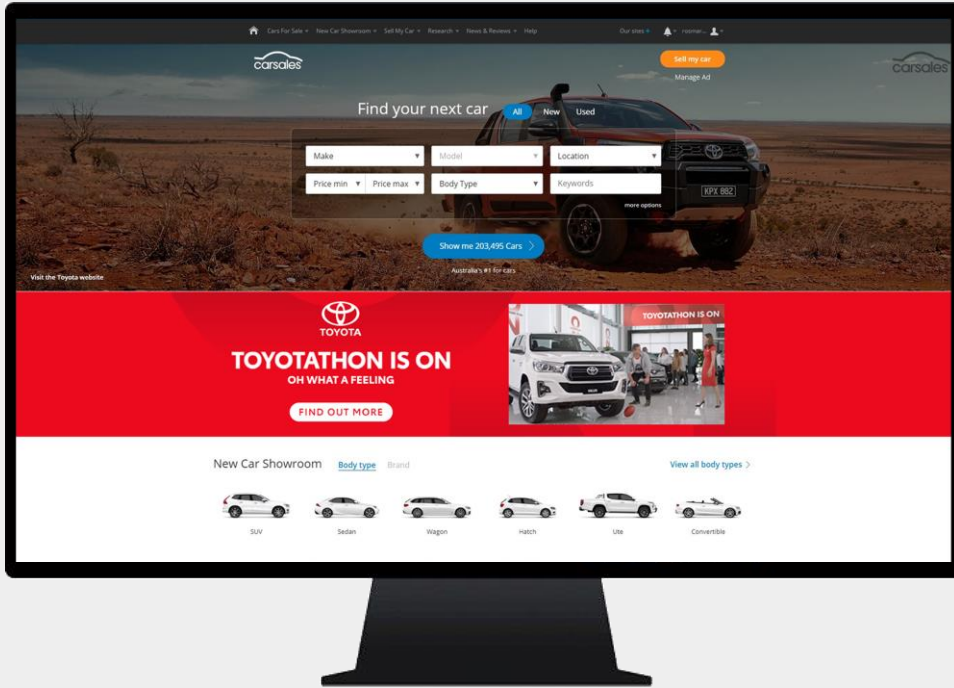
EDITORIAL HOMEPAGE



*Note: carsales Homepage and Editorial Homepage are a package.

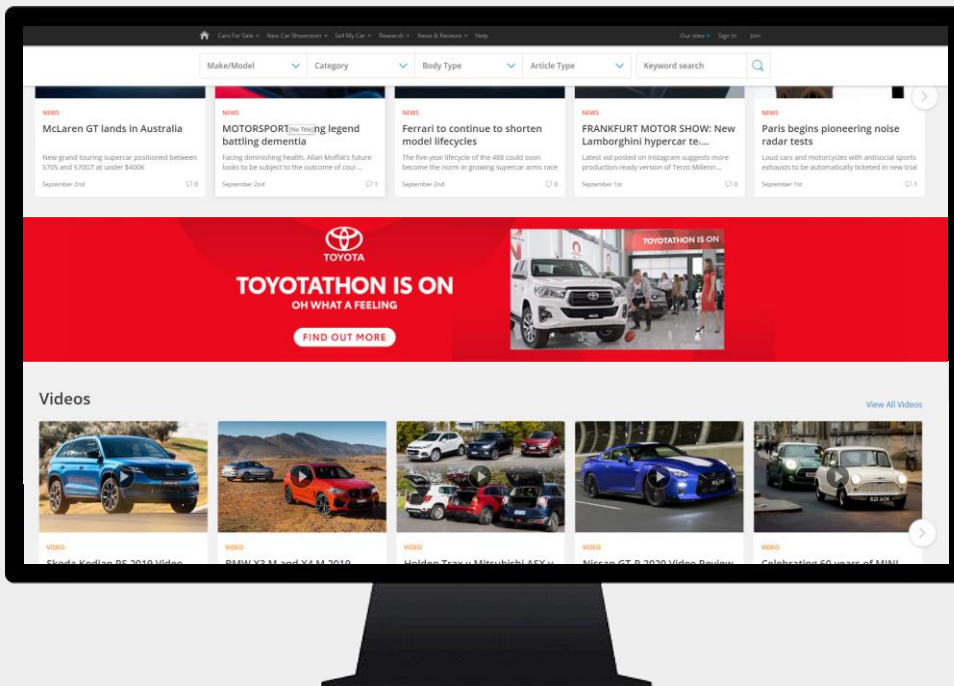
Desktop Portal Video-in-View

CARSALES HOMEPAGE



Desktop Portal Video-in-View

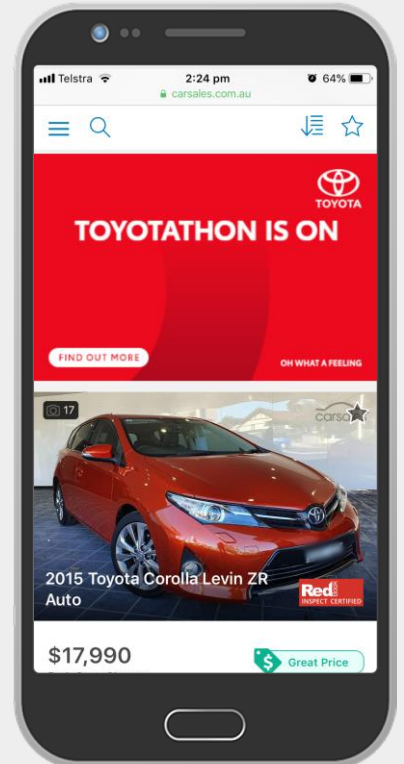
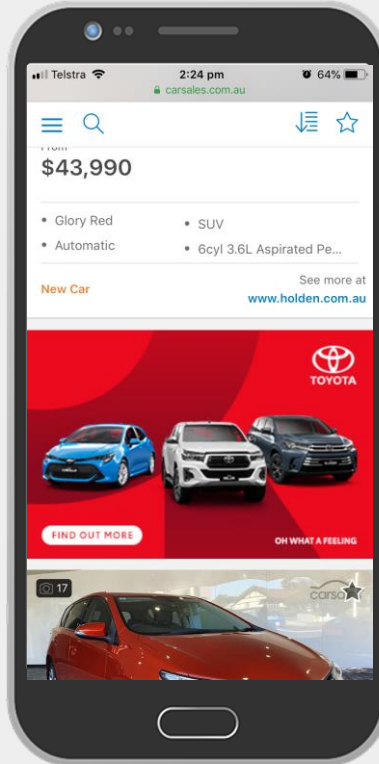
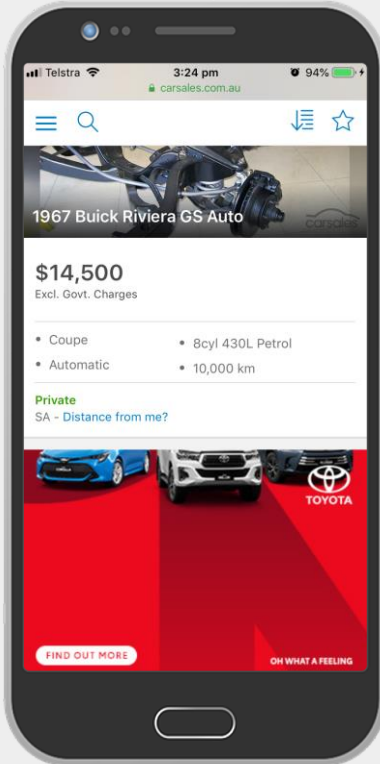
EDITORIAL HOMEPAGE



*Note: carsales Homepage and Editorial Homepage are a package.

Mobi Portal Classic

CARSALES LISTINGS PAGES



*Note: Mobile Portal is only available to run on the carsales Listings Pages.

Device	Asset	Banner Dimensions (w x h) px	Back Up Image	Initial Load	User Initiated Video	Requirements
Desktop	Foreground Unit	970 x 300px	N/A	100KB Max	3MB Max	Transparent background
	Background Unit	1440 x 900px	80 KB Max			Vehicle or product image

* Desktop Portal banners are only supported on the carsales desktop homepage and editorial homepage.

* Banners are not supported on Internet Explorer.

Available features

Portal made of two units – static foreground and a background that offers a choice of static image or an auto-play video.

Specifications

- Desktop Portal is only available on the carsales Homepage and Editorial Homepage, which must run as a package together.
- Secure third party ad tags generated for the carsales network.
- Creative can either be built in the advertiser's own Bonzai account with the Regular Portal template or Bonzai can do a custom build for an additional production fee.
- 1 round of iterations are permitted within the 10 working day timeline. Any further change may result in a delay.
- Please refer to the build guidelines here: <https://help.bonzai.co/en/articles/1016-build-a-portal>



Regular Portal - 250px high, extends to full browser width

Requirements

- Creative must include click tags for publisher tracking. Download the build guide [here](#)
- **Foreground safe zone:** centre 970px of the foreground image.
- **Background safe zone:** 200px from the top of the background image.
- Foreground unit should include advertiser logo, headline and CTA link on a transparent background.
- Accepted files are JPEG, PNG & GIF
- A backup image is required to display for unsupported environments and must be clear with legible text and defined edges.
- MediaMotive reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network [creative guidelines](#)

Timeline

Creative is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.

Device	Asset	Banner Dimensions (w x h) px	Back Up Image	Initial Load	User Initiated Video	Requirements
Mobi	Foreground Unit	320 x 250px	N/A	500KB Max	3MB Max	Transparent background
	Background Unit	320 x 620px	80 KB Max			Vehicle or product image

* Mobi Portal banners are only supported on carsales Mobile, not App.

* Banners are not supported on Internet Explorer.

Available features

Portal made of two units – static foreground and a background that offers a choice of static image or an auto-play video.

Specifications

- Mobile Portal is only available on the carsales Listings Pages.
- Secure third party ad tags generated for the carsales network.
- Creative can either be built in the advertiser's own Bonzai account with the Regular Portal template or Bonzai can do a custom build for an additional production fee.
- 1 round of iterations are permitted within the 10 working day timeline. Any further change may result in a delay.
- Please refer to the build guidelines here: <https://help.bonzai.co/en/articles/1016-build-a-portal>

Requirements

- Creative must include click tags for publisher tracking. Download the build guide [here](#)
- Foreground unit should include advertiser logo, headline and CTA link on a transparent background.
- Accepted files are JPEG, PNG & GIF
- Creatives for Mobi should be supplied in double the resolution to cater to retina devices.
- A backup image is required to display for unsupported environments and must be clear with legible text and defined edges.
- MediaMotive reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network [creative guidelines](#)

Timeline

Creative is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.

Auto-play video is available across both Desktop and Mobi executions.

Video Specifications

- File type: MP4
- Aspect ratio: 16:9 , 4:3
- Frame rate: min 24 fps, max 30 fps

Foreground unit:

- Video play, pause & sound controls required.
- Video can autoplay up to 15 seconds with sound muted (1 MB max polite load).
- Video player cannot loop and must end with a placeholder image and call to action.

Background unit:

- Video can autoplay up to 6 seconds with sound muted (1 MB max polite load).
- Background video can loop.

Browser Compatibility

Chrome 55+, Safari 10+, Firefox 54+

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

Creative is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.