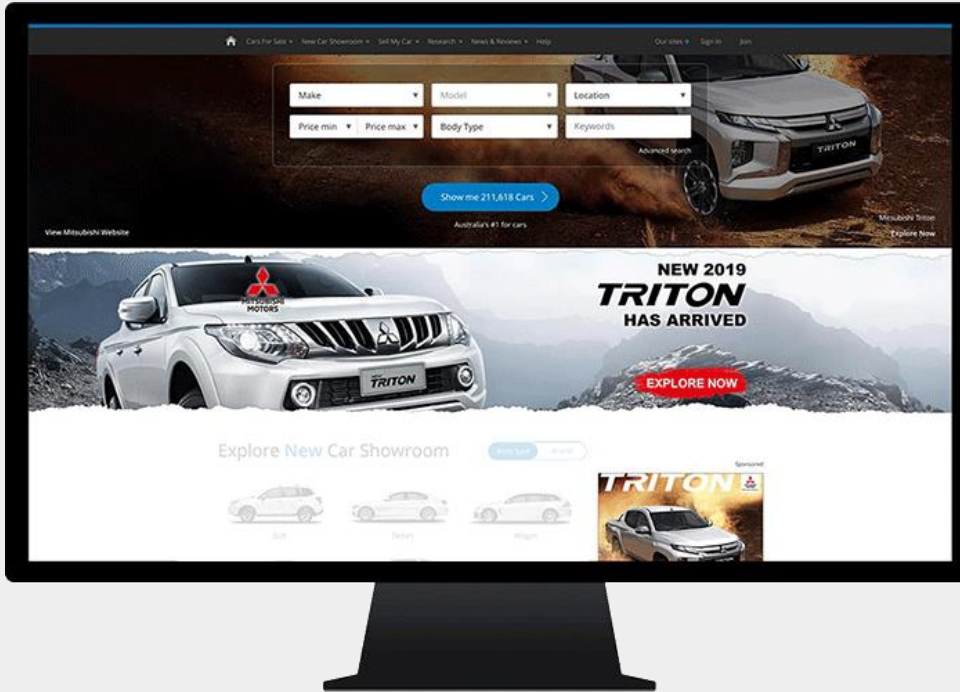# Desktop & Mobi Portal

Desktop & Mobi Specifications
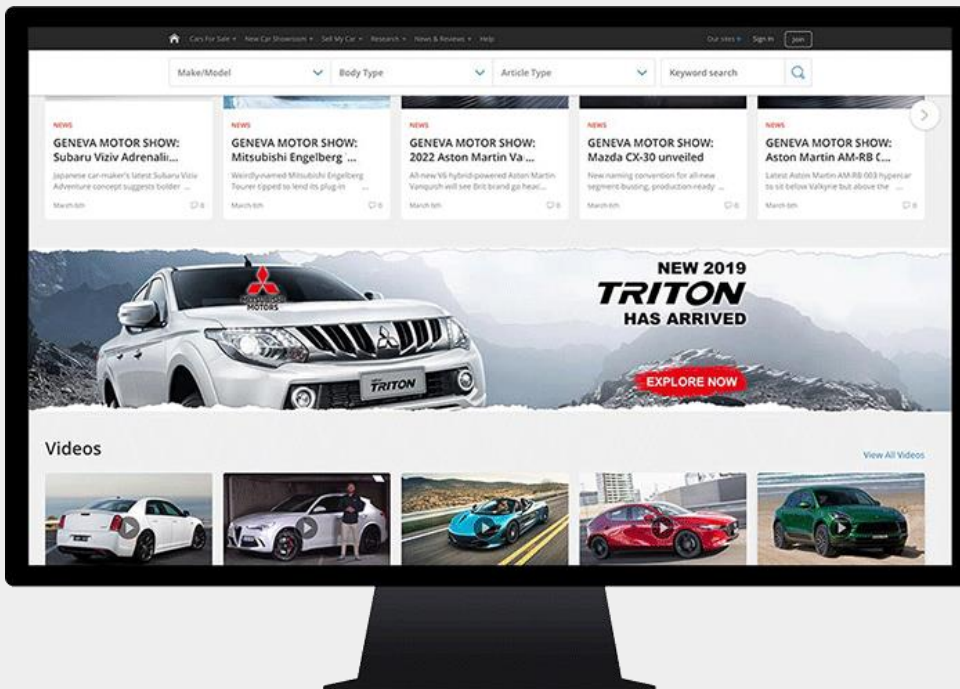
Desktop Portal Classic

CARSALES HOMEPAGE

Desktop Portal Classic

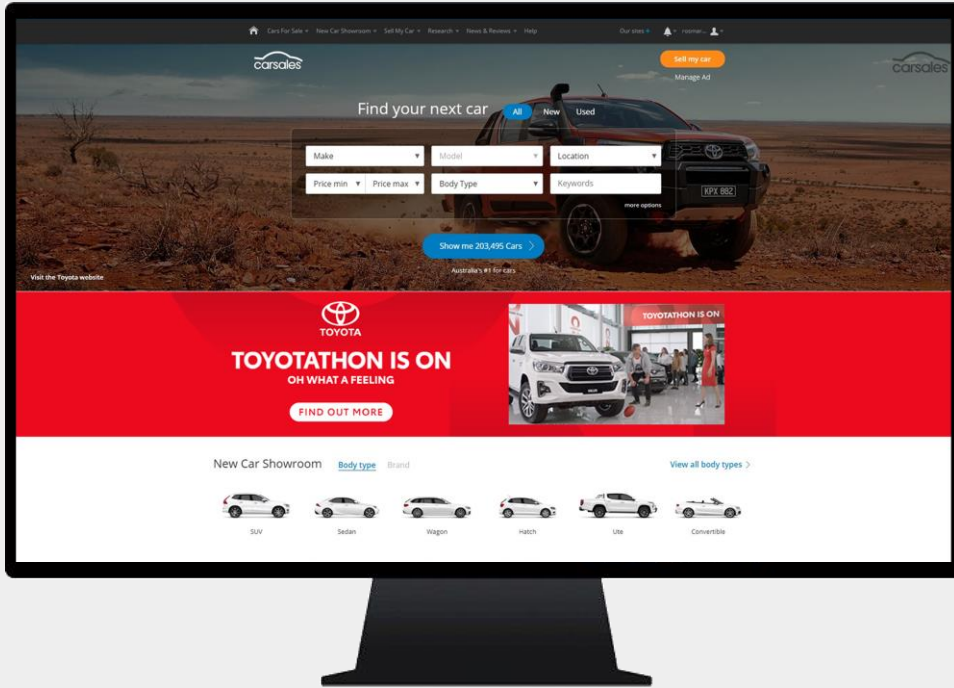EDITORIAL HOMEPAGE

*Note: carsales Homepage and Editorial Homepage are a package.
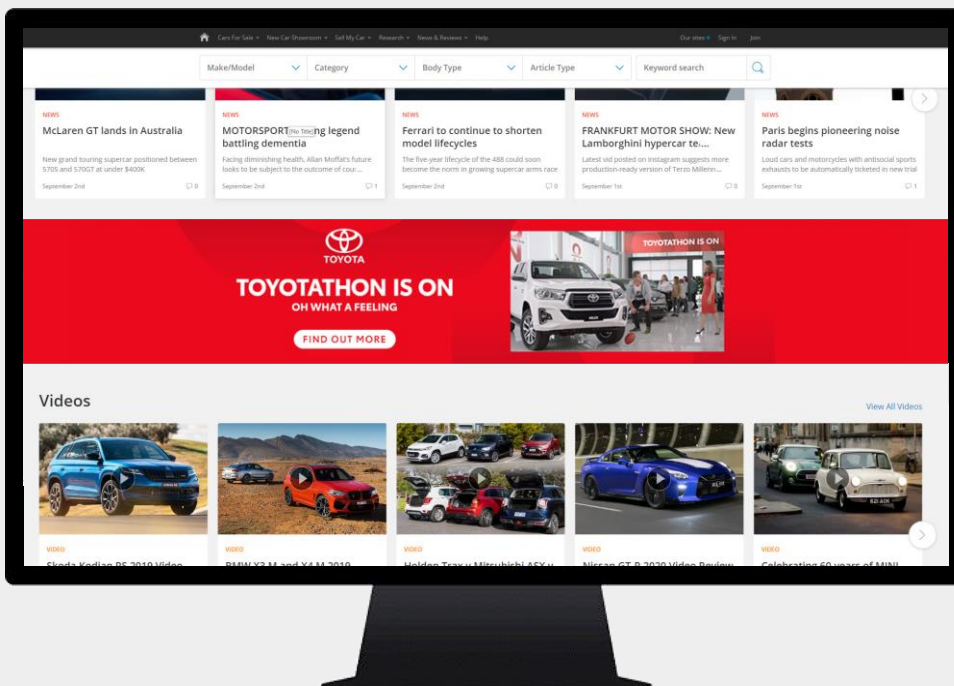
Desktop Portal Design

Desktop Portal Video-in-View

CARSALES HOMEPAGE

Desktop Portal Video-in-View
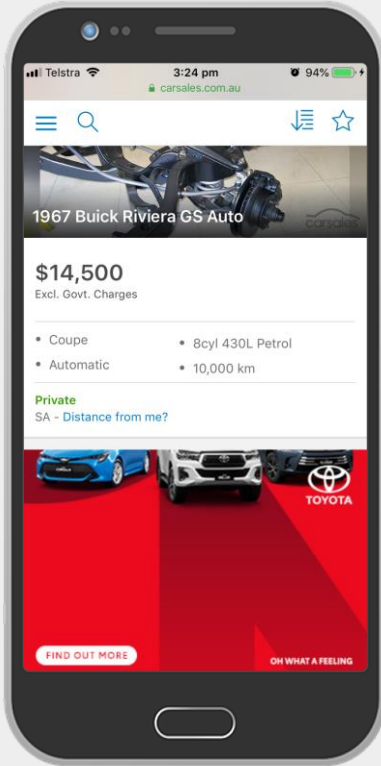
EDITORIAL HOMEPAGE

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

Mobi Portal Design

Mobi Portal Classic

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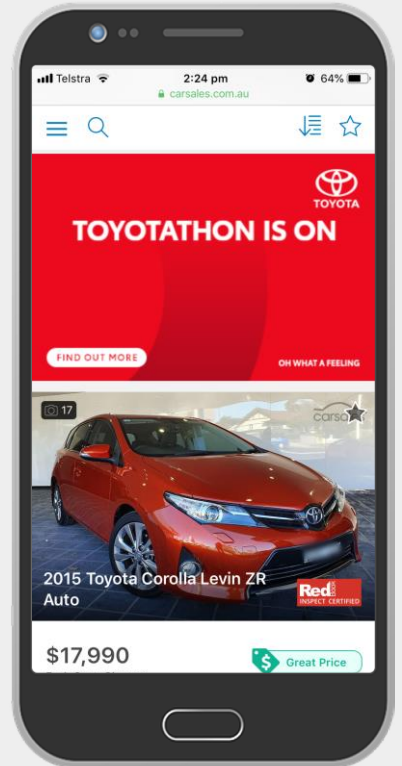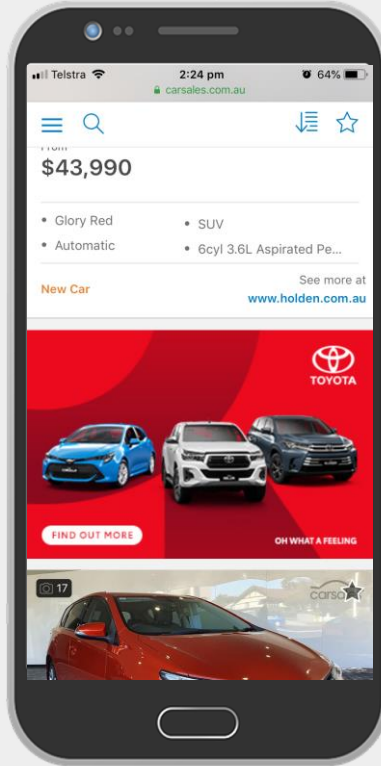
*Note: Mobile Portal is only available to run on the carsales Listings Pages.

Desktop Portal Specifications

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.
- carsales Business 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. carsales Business advertising booking terms & conditions apply.

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Mobi Portal Specifications

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.
- carsales Business 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. carsales Business advertising booking terms & conditions apply.

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For more information please contact your Bonzai representative: info@bonzai.co

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. carsales Business advertising booking terms & conditions apply.
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