

CONTENT AMPLIFICATION PACKAGE

- Content Card
- On-Network Content Recommendation
- Off-Network Social Amplification (A360)
- eDM Native Article



NATIVE AD SPECIFICATIONS

MediaMotive will build and host all native ad placements included in the Content Amplification Package.

In cases where native placements are driving to carsales editorial, MediaMotive can provide all creative if required.

For native placements driving to an advertorial, please supply the following list of creative assets:

Ad Elements	Specifications	Requirements
Logo Image	Static PNG image	Logo must be white or transparent background
Product or Vehicle Images	Static JPEG or PNG high res	Please supply a minimum of 3 x images
URLs	Native Ad drivers: <ul style="list-style-type: none"> • URL link to the Carsales Advertorial or Editorial article page(s) – provided by MediaMotive. Ad Units on the Advertorial Page: <ul style="list-style-type: none"> • URL link to the advertiser’s site. 	

Hosting

Native Ad Placements are hosted by MediaMotive.

Third party tracking can be implemented to track impressions and clicks on all placements except In-App.

WRITTEN ADVERTORIAL CONTENT

Article character limit: 1,000 words including spaces

Article tile: 15 words maximum

Teaser content: 30 words maximum

Article Image: Static JPEG or PNG high res

Video (optional): FLV, AVI, MOV or MP4 (16:9)

Advertiser URL: URL link to advertiser’s site.

A carsales editor written advertorial is available at an additional cost. A separate briefing document will be supplied and must be returned 10 working days prior to the campaign launch.

Timeline

Creative assets & advertorial content is due at least 10 working days before campaign launch to ensure technical compatibility and approval. For more information please contact the Mediamotive product team: product@mediamotive.com.au

CARSALES ADVERTORIAL PAGE

carsales.com.au navigation bar: Cars For Sale, New Car Showroom, Sell Your Car, Parts & Services, Research, News & Reviews, Help, Car Sites, Sign In, Join

WITH A 5 STAR SAFETY RATING ANCAP HOLDEN

Smarts for first car buyers

**Special advertising feature with advert.*

Buying your first car is a life-changing experience; full of excitement yet also potentially fraught with angst.

So, you've done your online research and realise you've got options. There's the charm of buying a vintage used car and trying to keep it on the road. Or buying a new car. The basic model of course - you know, without the AUI or Bluetooth connectivity. Or buying a new car. The basic model of course - you know, without the AUI or Bluetooth connectivity.

Well, the car looks good, is reliable and you still have CDs, right?

But it is really too much to ask for a new car to be affordable, safe, stylish, modern and have the gadgets you use constantly as part of your life?

Not if that new car is the all-new Holden Spark...

Shop smartly - change is coming!

The arrival of the all-new Spark heralds a redefining and reimagining what it means to buy your first car. You can forget having to rifle through your glove box for the next CD or settling for a bare-bones new car. And now for the first time, you don't have to drive a big, high-end car to have the gadgets you need and want at your fingertips.

All the mod-cons

It's 2016 and the all-new Holden Spark is teched up. Both Apple CarPlay and Android Auto functionality are standard and this stylish, zippy city-car packs with other smart features.

Need to text Mum to tell her you're home late? Siri's got you covered.

Want to scroll through the songs in your music app? The Spark's web-mounted controls can also be used to control your phone.

Not sure how to get to your new job? Use your map app with the Spark's built-in touch screen or voice activation. The small Spark will even guide you in how smoothly the traffic is flowing. Or not. #NopeNotBumper2Bumper

Spark's smarts are imagined for driver's eyes to work onboard and are displayed on the easy-to-read, colourful large-format touch screen. So you don't have to take your eyes off the road for a second.

Mum and Dad will love it too!

As far as safety and reliability go, Holden Spark has it covered too.

With its advanced, push-button start with sensor key technology available, stability control, traction control and a predicted 5-star ANCAP safety rating, Holden has ensured your safety and satisfaction.

The new technology in the Spark adds a whole new level of safety - a smartphone-connected car can be tracked with GPS and call emergency services in the event of an accident.

And the voice activation available for your most used apps means you'll never have a reason to pick up your phone while driving.

Can I really afford it?

Yeah! Starting at just \$13,990, the all-new Holden Spark is in the value-for-money sweet spot.

It comes with a strong warranty, available assistance and lifetime capped price servicing. And although the standard kit has more than generous features, for a little extra you can also upgrade to a Driver Assistance Pack, which includes reversing sensors, a rear view camera, cruise control and more.

So out away your piggy bank, stop worrying about how long that used car would stay in one piece and get ready for the arrival of the Holden Spark.

From its release in April, first time buyers will no longer be limited to daydreaming of owning a car which has the high-tech level you need.

Thanks to the new Holden Spark, change is coming. Which really just leaves you to ponder #Indebted.

Deal what Motoring said about Spark

"It feels well balanced and confident"

**Independently reviewed by Motoring*

WITH A 5 STAR SAFETY RATING

ANCAP HOLDEN

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carsales.com.au

What's this? #Hidifyfun

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Smarts for first car buyers

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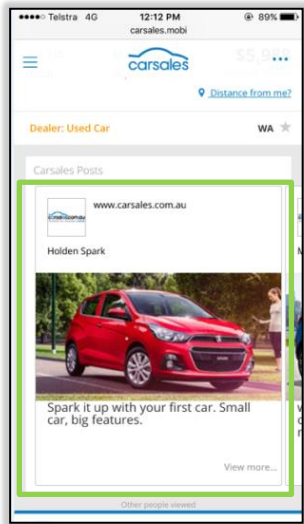
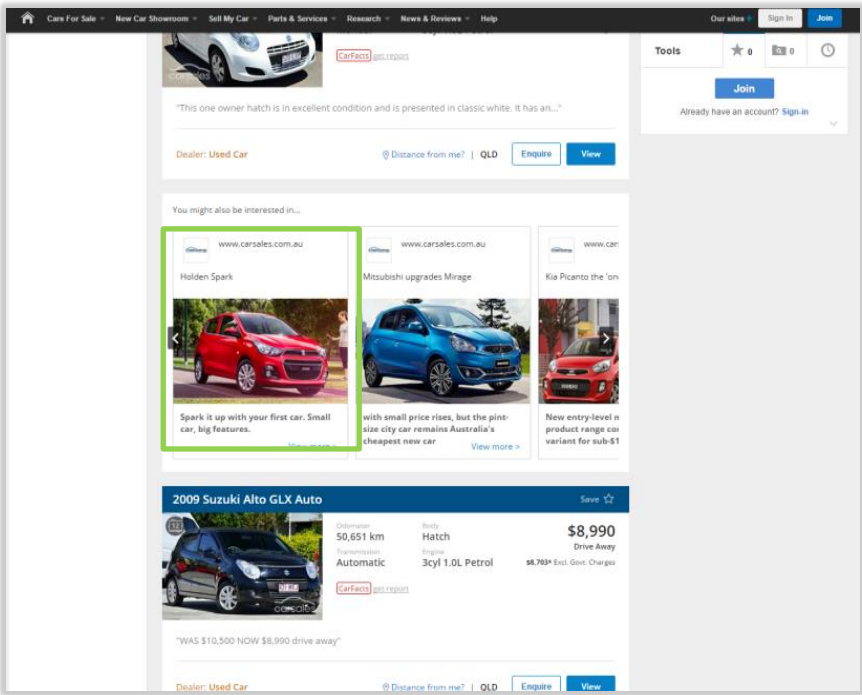
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Deal what Motoring said about Spark

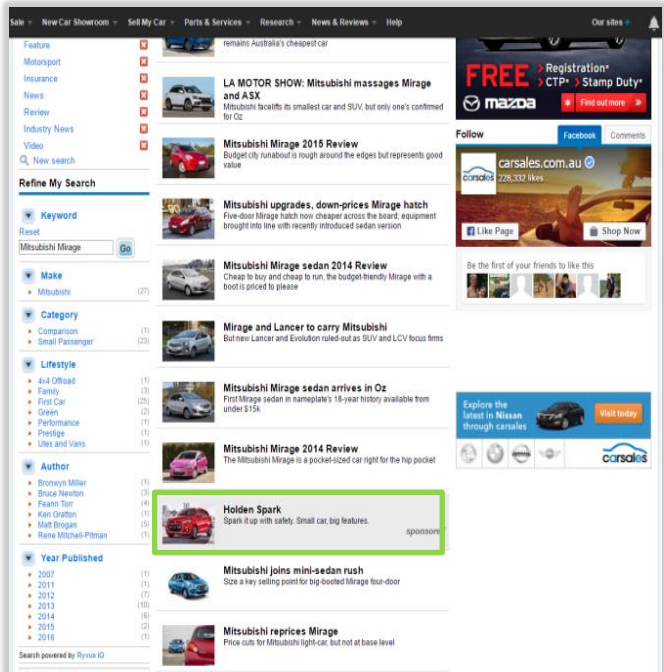
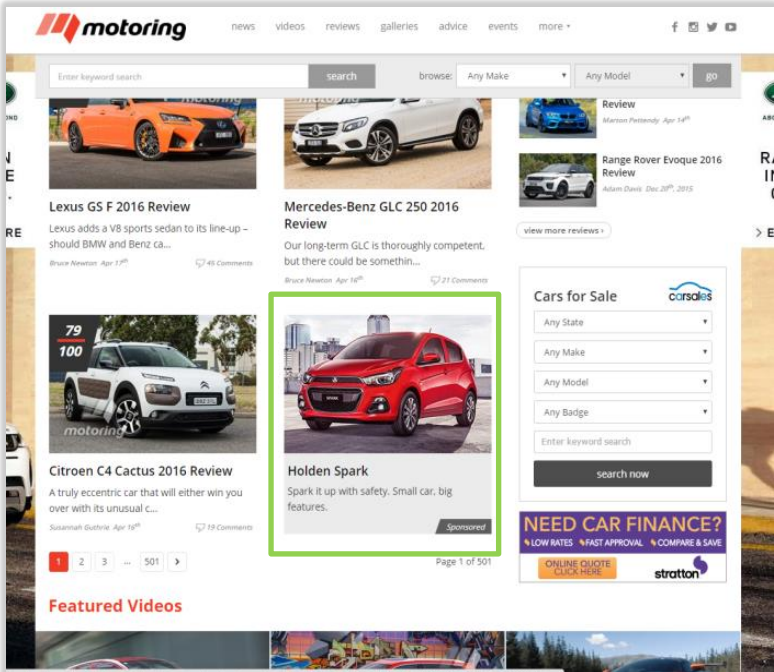
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**Independently reviewed by Motoring*

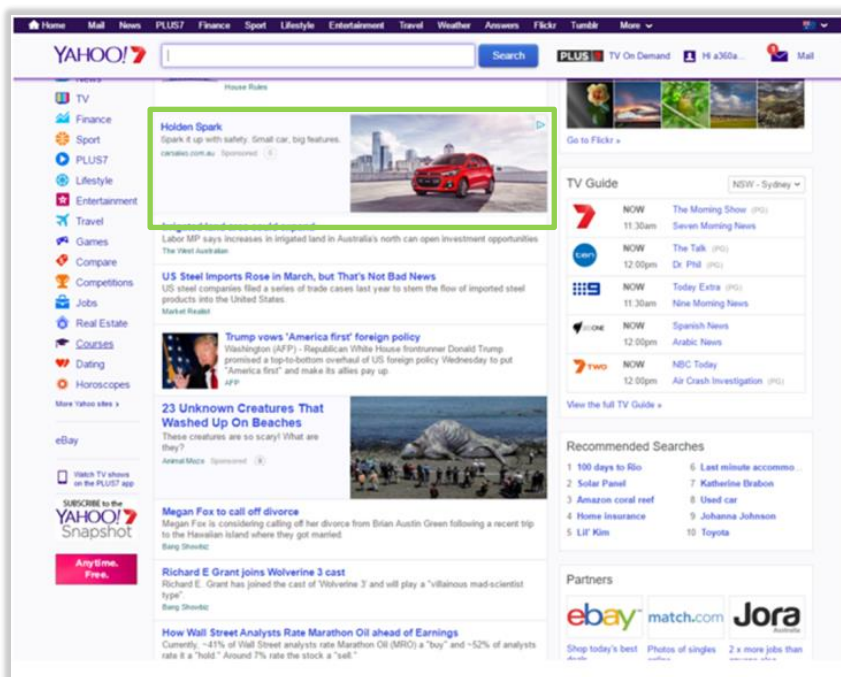
CONTENT CARD ON MOBI & APP (SINGLE CARD)



ON NETWORK CARSALES EDITORIAL RECOMMENDATION



OFF NETWORK SOCIAL CONTENT RECOMMENDATION



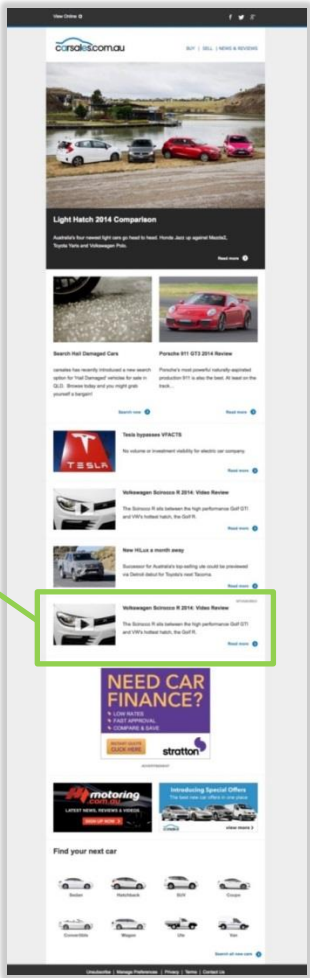
eDM – NATIVE ADVERTORIAL ARTICLE



Volkswagen Scirocco R 2014: Video Review SPONSORED

The Scirocco R sits between the high performance Golf GTI and VW's hottest hatch, the Golf R.

[Read more](#)



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Light Hatch 2014 Comparison

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Volkswagen Scirocco R 2014: Video Review

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Volkswagen Scirocco R 2014: Video Review

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