



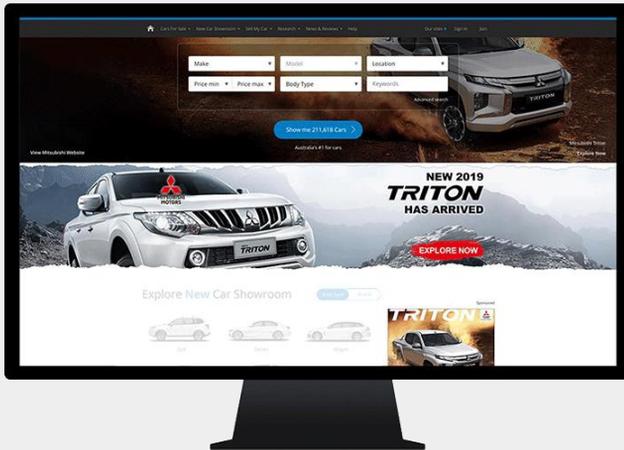
Desktop Portal

Desktop Specifications

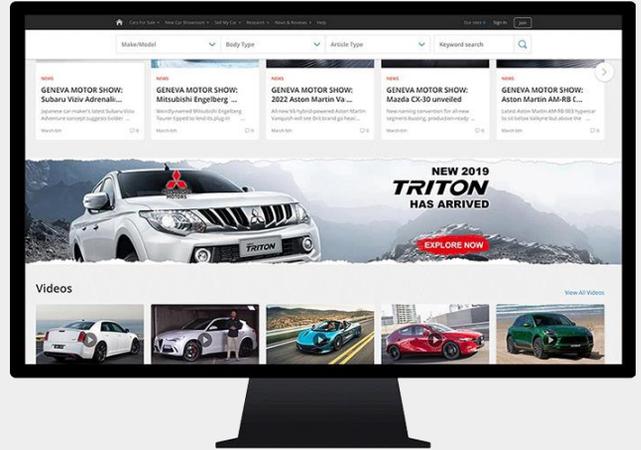
Product Overview

The interactive format of the Portal on the carsales' homepage captures attention as the user scrolls, without being intrusive. Brands can take advantage of a larger creative canvas to deliver their campaign messaging to drive increased brand awareness. Highly viewable banner placements support user engagement and video completions.

Carsales Homepage



Editorial Homepage



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

- Secure third party ad tags generated for the carsales network.
- Creative must be built in the advertiser's own Bonzai account with the Regular Portal template.
- Please refer to the build guidelines here: <https://help.bonzai.co/en/articles/1016-build-a-portal>
- Contact your Bonzai representative for more information or guidance with the creative build: info@bonzai.co

Device	Asset	Banner Dimensions (w x h) px	Back Up Image	Initial Load	Polite Load	User Initiated Video
Desktop	Foreground Unit with transparent background	970x250 px	N/A	100KB ax	1MB Max	3MB Max
	Background Unit	1440x900 px	80 KB Max			

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



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.
- 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](#)

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.

Timeline

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