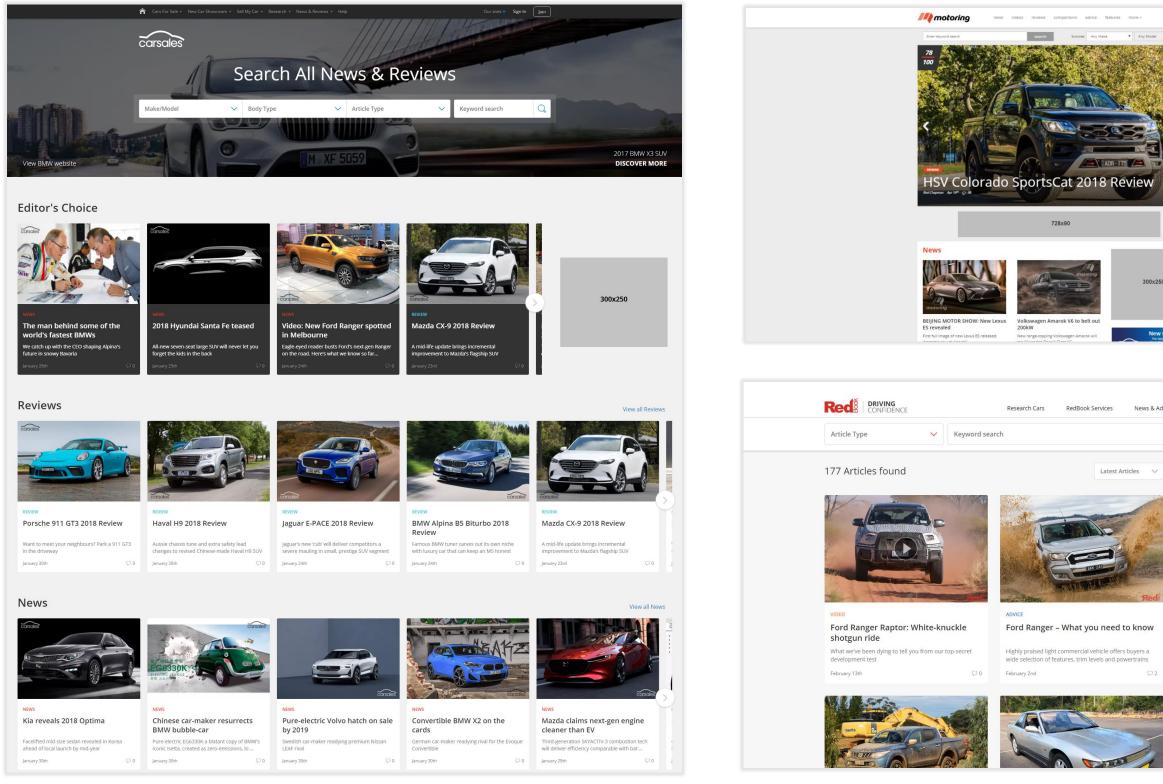# EDITORIAL HOMEPAGE SPONSORSHIP | CARSALES, MOTORING & REDBOOK

Sponsorship of the editorial homepages ensures high impact integration into the carsales network, enabling brands to influence the consumer's research journey, and shape their consideration set.

The sponsorship includes: the native hero image (carsales editorial HP only) and the standard IAB ad units on desktop, mobile and apps.
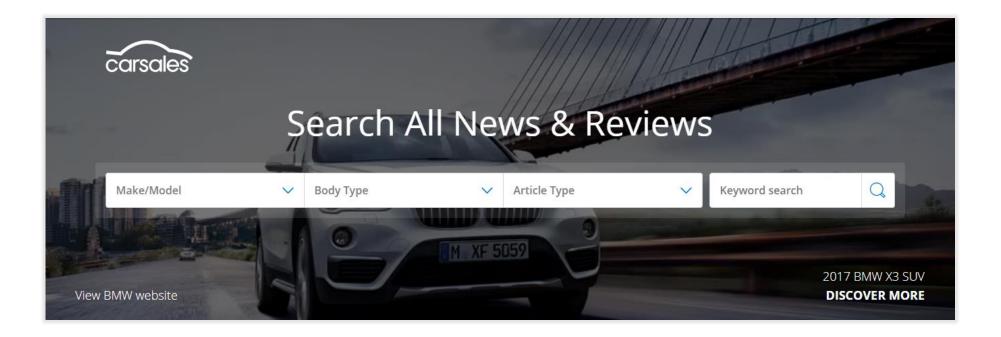
Placement	Dimensions	Format	Image Size	Expanded Panel Dimensions (W x H)	Initial Banner Load	Polite Load	Third Party Tracking
Hero Image	1920 x 550	JPEG or PNG	300kb	N/A	N/A	N/A	Site hosted, please supply impression tracking only
Hero Image Textlink 1 (External) View [manufacturer] Website Hero Image Textlink 2 (carsales Internal) Explore [Make] [Model]	N/A	N/A	N/A	N/A	N/A	N/A	Site hosted, please supply click tracking Site hosted, CS will confirm URL so click tracking can be supplied
Standard Banners	300x250 728x90 300x100	HTML5, JPEG or GIF	80kb Default Image	N/A	100kb	1MB	Third party served

HERO IMAGE GUIDELINES

- One model from an OEM range may be featured.
- The copy for the headline will be defined by carsales and will introduce the Editorial Homepage environment.
- carsales will determine the font and colour of the type face

MediaMotive will build and host the native Hero Image placement. Please provide the following assets:

Placement	Specifications	Requirements
Desktop x 1image	1920(w) x 550(h) px 300 KB JPEG or PNG	• Images to be of photography only – no use of solid colours or computer manipulated graphical elements please. • No text or logo is allowed in the brand images • Headline and Subline copy is set for introducing the Editorial environment in (please note that no advertising text is allowed). • A dark overlay will be applied to the image to allow the text to be more visible
Text Links	Link 1: 'View [Manufacturer] Website' Link 2: '[Year][Make][Model]' 'Discover More'	• Link 1 will click through to the manufactuer website • Link 2 will click through to a carsales new car model page • carsales will determine the font and colour of the type face • Third-party tracking for impressions and clicks is available

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner x 1	728x90 px	JPEG or GIF 80 KB Max	HTML5 100 KB MAX
Desktop banner x 1	300x250 px		
Mobile & App banner x 1	300x100 px		

Hosting Options

- HTML5, Rich Media & Expandable ads must be third party served via DoubleClick or Sizmek.

  All third party tags must be SSL compliant (https).

- MediaMotive can serve raw HTML5 with all relevant files such as js, css and images being hosted by the client. JPEG and GIF images are also accepted.

Requirements

- Animation length: 30 seconds maximum, Frame rate: 24 fps
- Looping: allowed.
- Creative with a white or light coloured background must include a 1 pixel border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined edges.
- Click through URL for Mobi and App should go to a mobile optimised site or dedicated mobile site.
- Creative must include click tags for publisher tracking. Download the build guide here.

Timeline

- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.
- For more information please contact product@mediamotive.com.au