



Content Amp

Lifestyle Leisure & Industry Specifications

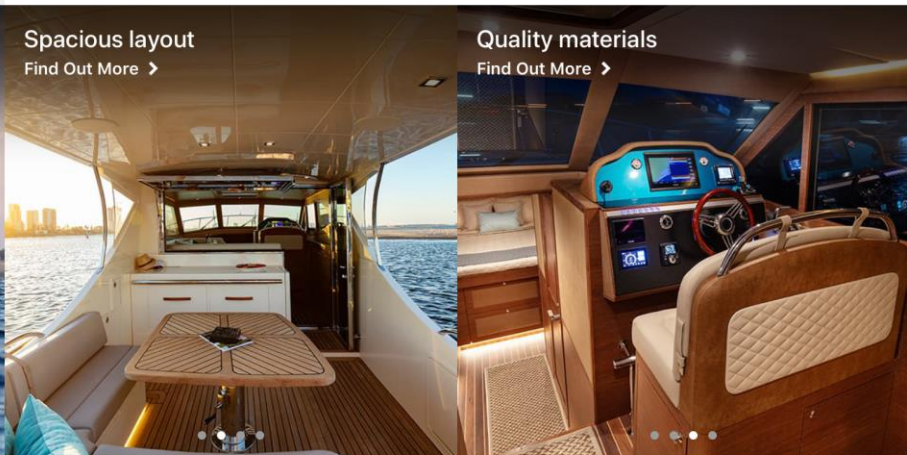
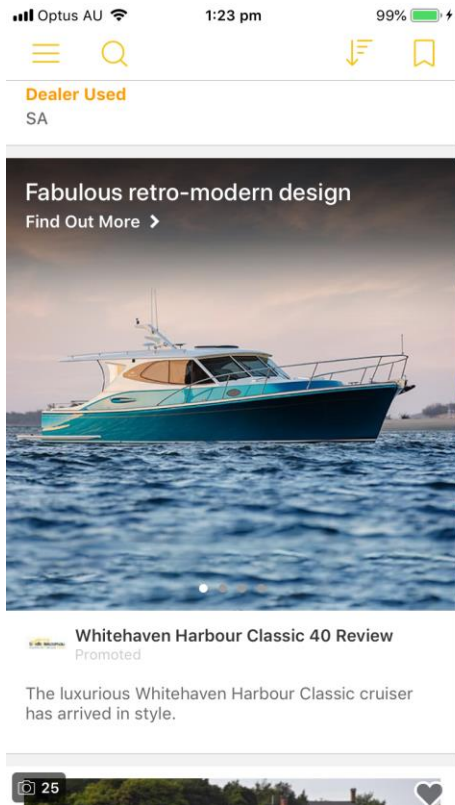
Content Cards

Engaging Content is a powerful way to get your vehicle into the consumer's consideration set.

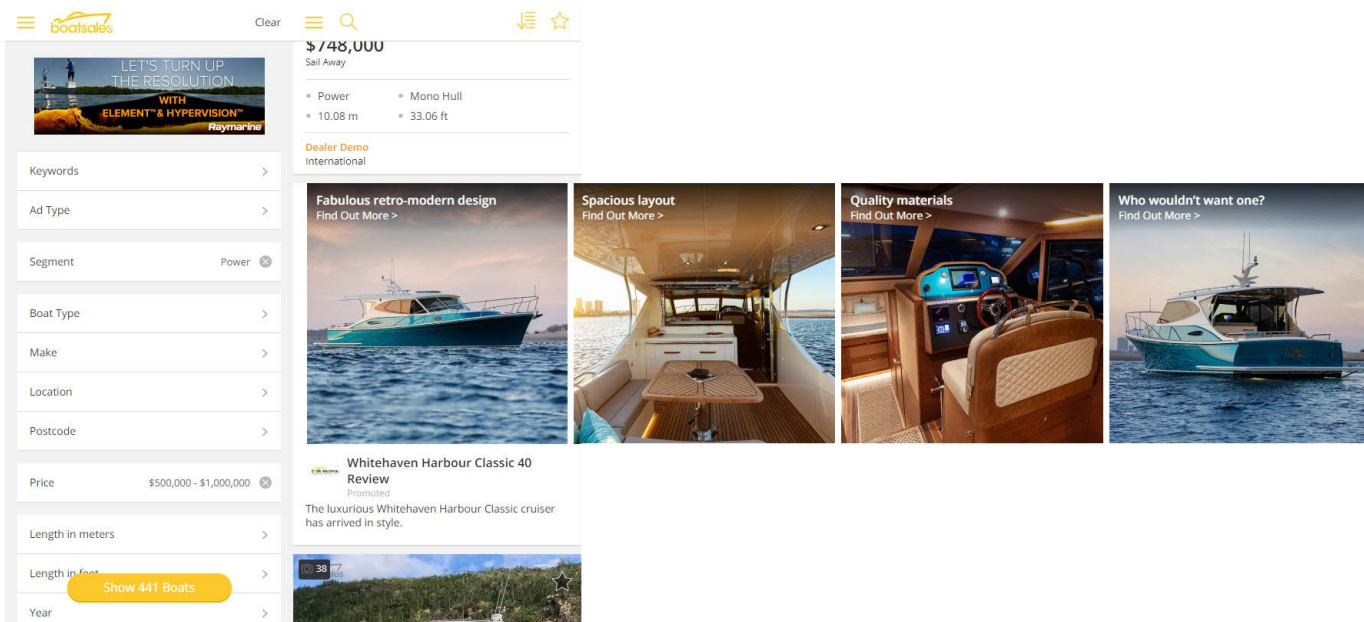
Content Cards increases the longevity of your content and ensures it is highly visible and readily available to consumers whenever they enter the market.

Your content is presented in a native ad-unit. It allows you to tell your story through a clean, simple and beautiful creative canvas.

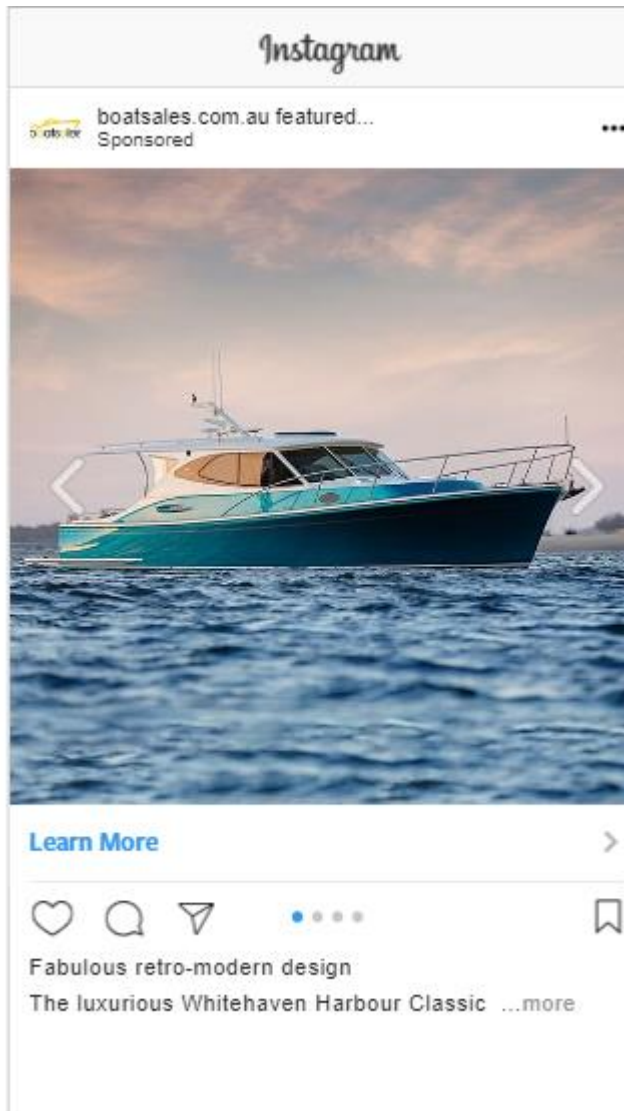
Content Cards can be promoted to each verticals respective category. Great for awareness and consideration.



Example – App view in be situ



Example – Mobile view in be situ



Example – Instagram view in be situ



Example – Facebook view in be situ

Quality Standards

It is important that we place an emphasis on high quality imagery that is used across this placement as it can make a big impact on the results of the campaign. Please refer to the below guide on image quality standards across carsales.

Ad Element	Specification	Requirements	Devices
Logo Image	100 x 100 px PNG or JPEG 500kb file size	Logo must be on a white or transparent background	Mobi & App
Card Images	627 x 627 px PNG or JPEG 2mb file size	Minimum of 2 Card Images required for ad-unit	
Card Text	50 characters (inc spaces)	Required per card	
CTA Text	30 characters (inc spaces)	Required per card	
Headline Text	30 characters (inc spaces)	1 per ad-unit	
Body Text	110 character (inc spaces)	1 per ad-unit	

Placements

- **Mobi** – bikesales, boatsales, caravancampingsales, trucksales, farmmachineriesales, constructionsales
- **App** – bikesales, boatsales, caravancampingsales
- Off-Network extension unavailable for constructionsales
- Run of Site targeting required for Off-Network

Requirements

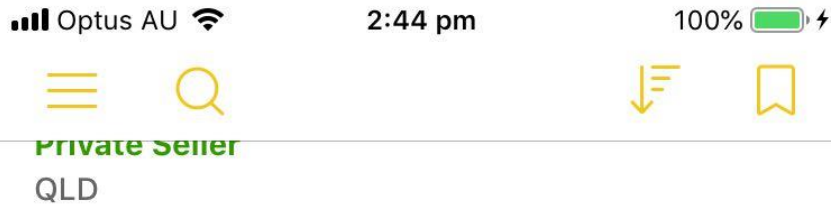
Minimum 2 cards required (maximum 6 cards)

Tracking

- Native Ad placements are hosted by MediaMotive.
- Third party tracking can be implemented – please supply 1 click tracker and 1 impression tracker.

Timeline

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



Card Text

CTA Text

2018 Stacer 469 Crossfire SC review

Learn More >



Card Image

Logo Image



www.yamaha.com.au

Sponsored

Headline Text

2019 Yamaha WaveRunner FX SVHO and FX HO
Prices and specs announced

Body Text

