carsales

Content Amp

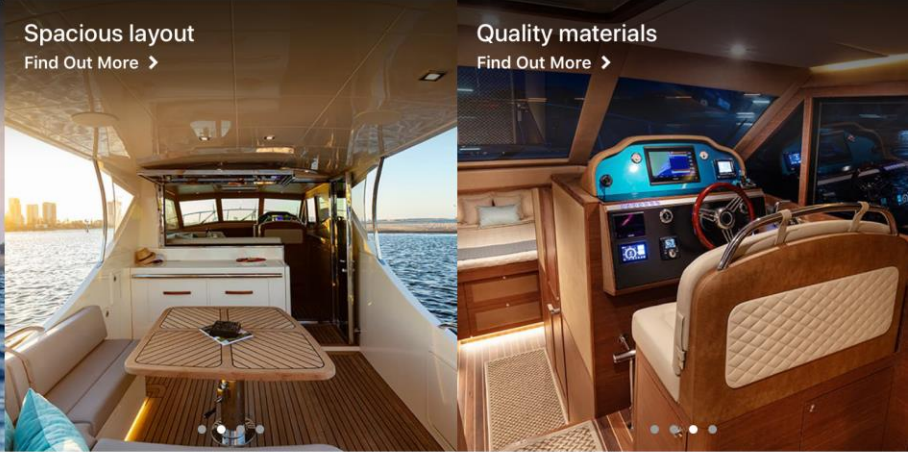Lifestyle Leisure & Industry Specifications

Content Cards

Engaging Content is a powerful way to get your vehicle into the consumer's consideration set.
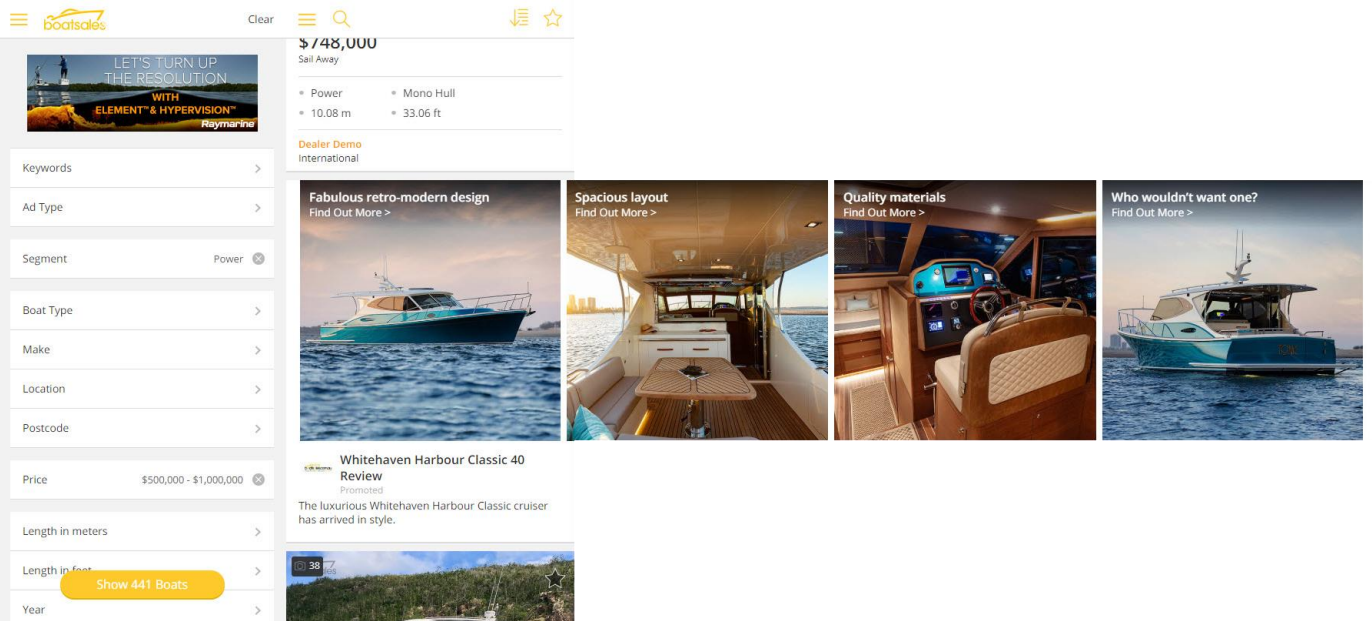
Content Cards increases the longevity of your content and ensures it is highly visible and readily available to consumers whenever they enter the market.

Your content is presented in a native ad-unit. It allows you to tell your story through a clean, simple and beautiful creative canvas.
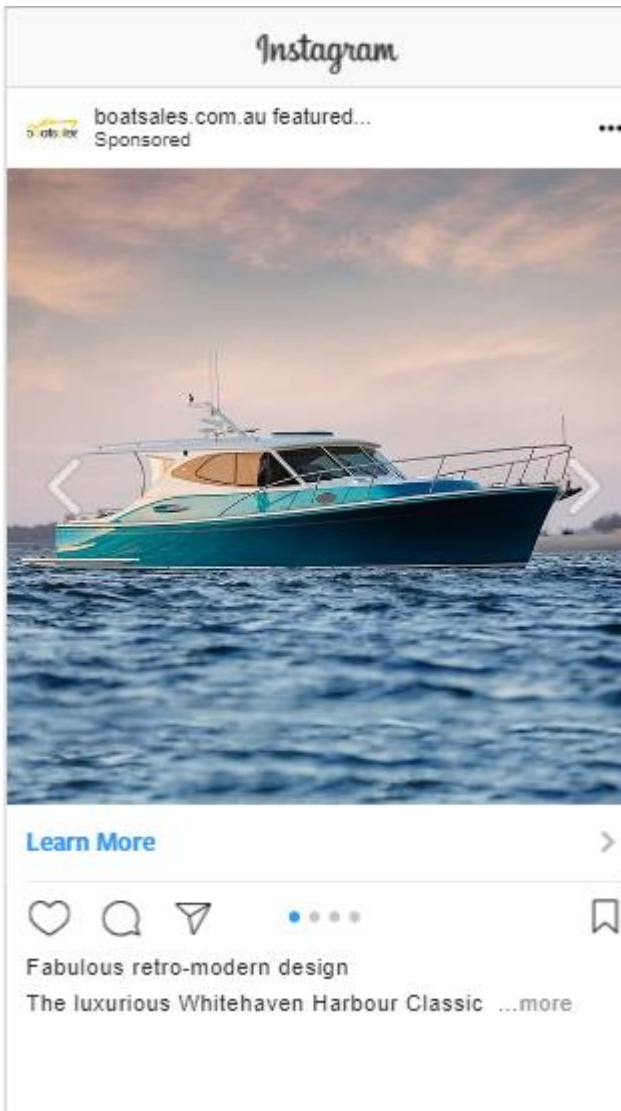
Content Cards can be promoted to each verticals respective category. Great for awareness and consideration.
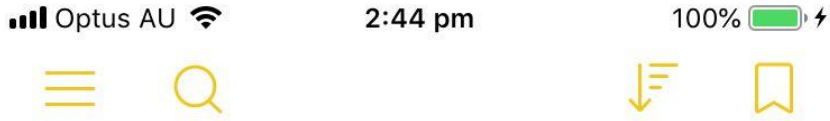
Example – *App view in be situ*

Example – *Mobile view in be situ*

Example – Instagram view in be situ

Example – Facebook view in be situ

Card Text

CTA Text

Card Image

Logo Image

Headline Text

Body Text

Content Amp Specifications

Content Amp Specification – On-Network

Ad Element	Specifications	Requirements	Devices
Logo Image	100 x 100 px PNG or JPEG 500kb file size	Logo must be on a white or transparent background	Mobile iOS (Tablet and Mobi)
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 characters (inc spaces)	1 per ad-unit	

Content Amp Specification – Off-Network

Ad Element	Specifications	Requirements	Devices
Card Image	1200 x 627 px PNG or JPEG 2mb file size	Minimum of 2 Card Images required for ad-unit	Mobile iOS (Tablet and Mobi)

* The Off-Network Extension is an option extra for Content Amp. Please check with your campaign manager before providing assets. We only need an one additional asset to scale your campaign across Facebook, Instagram and Gemini.

Placements

- **Mobi –** bikesales, boatsales, caravancampingsales, trucksales, farmmachinerysales, 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.