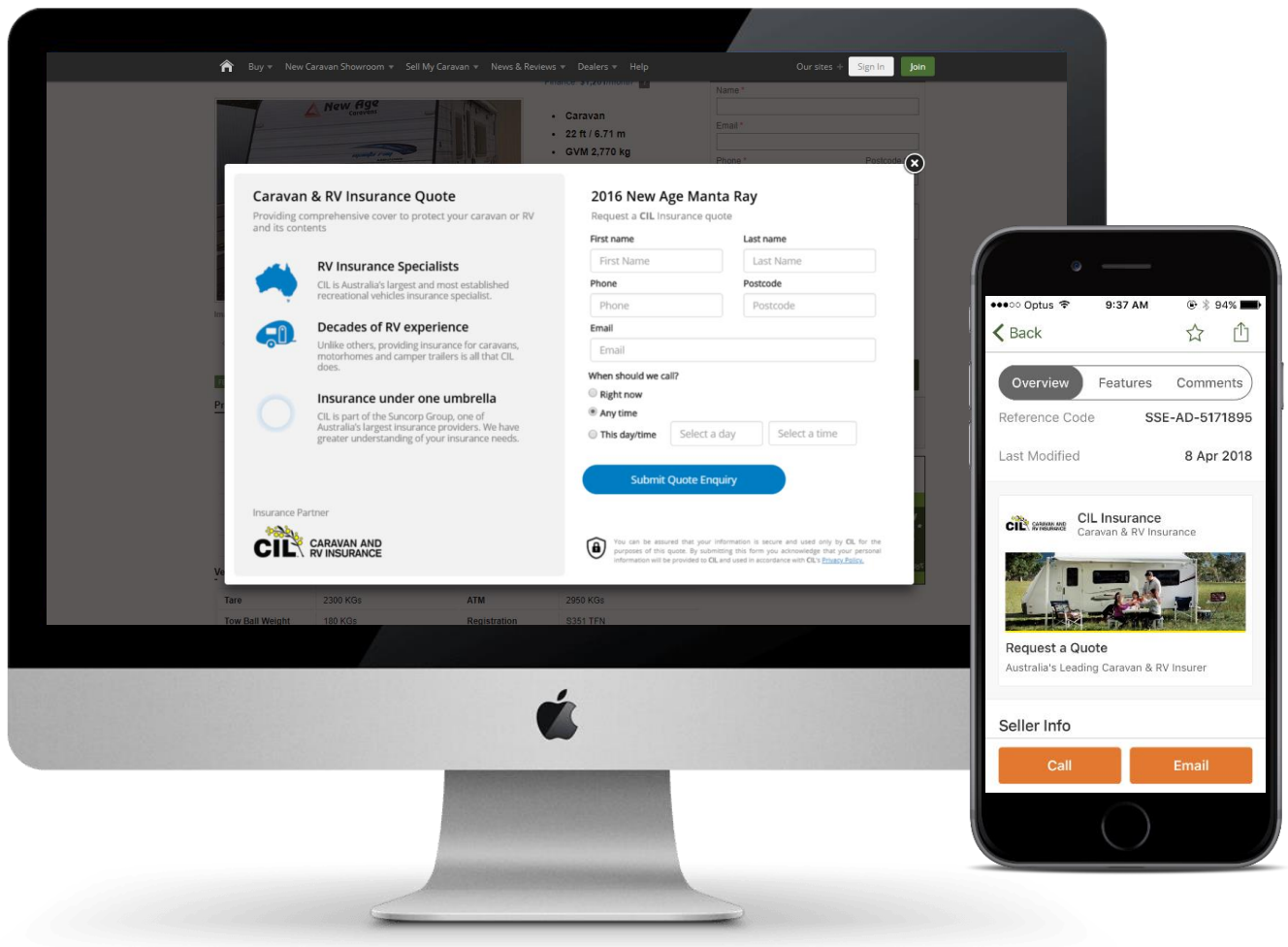


## LL&I INSURANCE INTEGRATION



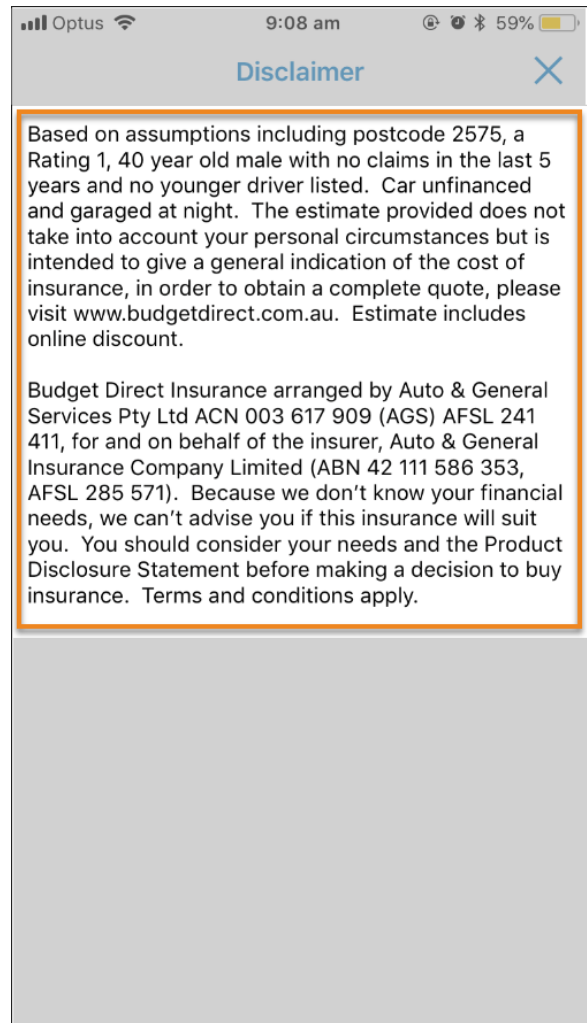
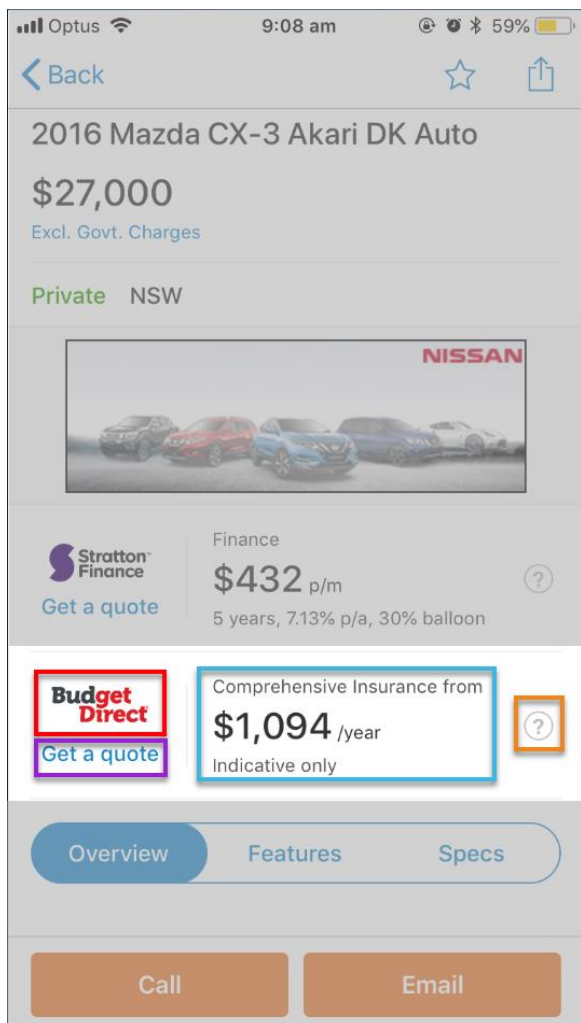
The LL&I Insurance Integration package includes:

- **Private Details Page:**
  - Desktop - Need Insurance textlink & Branded tile (click to open a lightbox form)
  - Mobile/App - Repayment quote (if quote can be provided) OR Need Insurance textlink (if quote cannot be provided) & Branded tile
- **Private Details Page Enquiry Form:**
  - Desktop and Mobile/App - Need Insurance checkbox
- **Private Thank You for your Enquiry Page:**
  - Desktop - N/A
  - Mobile/App - Insurance Branded tile
- **Lightbox Form**
  - All Textlinks and Branded tiles click to open to this lightbox form

## Requirements:

### MOBILE/APP PRIVATE DETAILS PAGE: REPAYMENT QUOTE (IF QUOTE CAN BE PROVIDED)

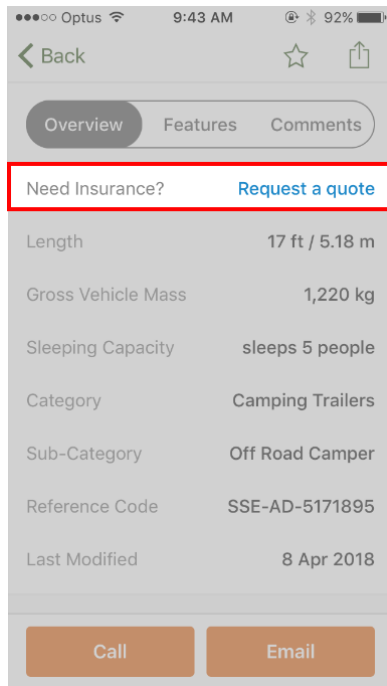
Example only -



### Advertiser to provide:

- **Logo (red):** Static high res. JPEG and PNG (transparent background)
- **Repayment Quote (blue):** Total of Max. 55 characters including spacing for all lines & Please provide an API (or spreadsheet)
- **Call to Action button Text (purple):** Max. 12 characters including spacing
- **Disclaimer Text (orange):** Please provide. *Will require approval from Carsales Legal team*

## DESKTOP & MOBILE/APP PRIVATE DETAILS PAGE: NEED INSURANCE TEXTLINK



Mobile/APP (If quote cannot be provided)

Desktop (No quote required as this is static text)

Product Details			
Price	\$54,900*	Payment	Pay securely online with PayProtect
Need Finance?	<a href="#">Calculate your repayments</a>	Need Insurance?	<a href="#">Request a quote</a>
Make	New Age	Model	Manta Ray
Year	2016	Category	Caravans
Sub-Category	Caravan	Reference Code	SSE-AD-5473142
Last Modified Date	02/06/2018		

Advertiser to provide: N/A (This is consistent across all sites)

## DESKTOP PRIVATE DETAILS PAGE: BRANDED TILE

Examples only -

If quote can be provided:

**Insurance estimate for this car**  
Save 15% online\*

Comprehensive from **\$1253** /year

[\\*Estimate Details](#)

[Get a Quote](#)

If quote cannot be provided:

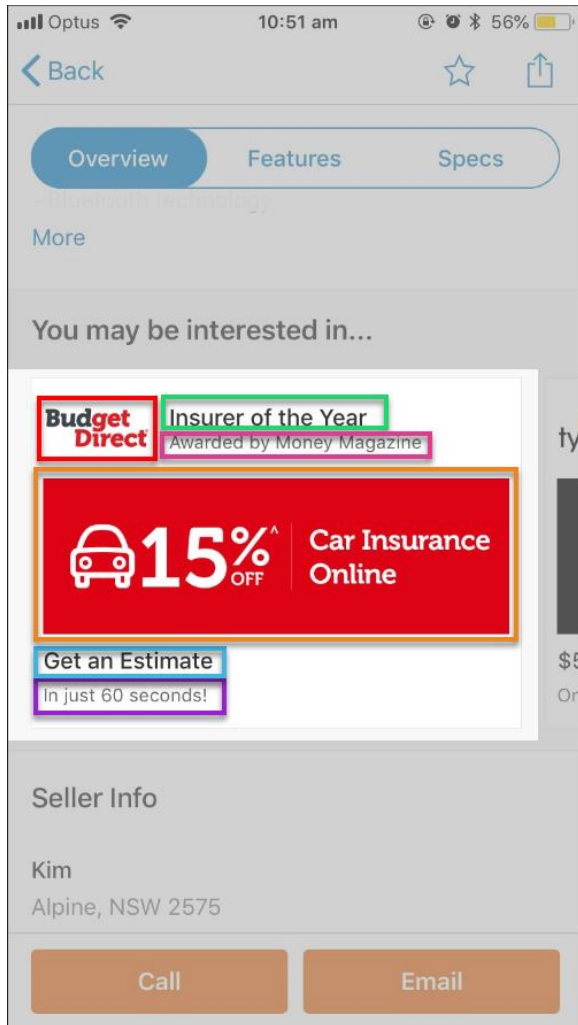
**CIL Caravan & RV Insurance**  
Request a quote with CIL

[Get a Quote](#)

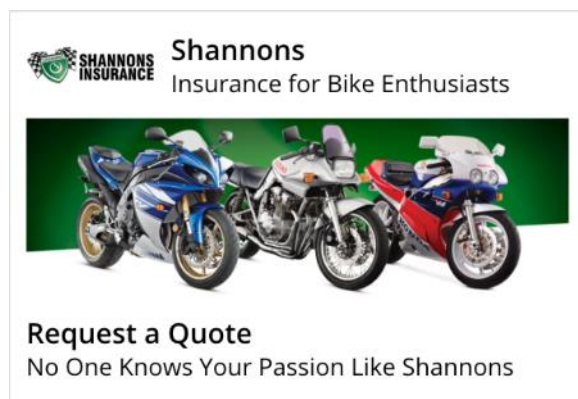
Advertiser to provide:

- **Logo (red):** 110 x 75px static JPEG and PNG
- **Headline Text (green):** Max. 26 characters including spacing
- **Body Text (green):** Max. 24 characters including spacing
- **Repayment Quote (blue):** Max. 34 characters including spacing & Please provide an API (or spreadsheet)
- **Call to Action button Text (purple):** Max. 15 characters including spacing
- **Disclaimer Text (orange):** Please provide. *Will require approval from Carsales Legal team*

## MOBILE/APP PRIVATE DETAILS PAGE: BRANDED TILE



### Examples:



### Advertiser to provide (Please provide as individual files):

- **Logo (red):** Static high res. 210px x 102px JPEG and PNG (transparent background)
- **Image (orange):** 990px x 330px
- **Line #1 (green):** Max. 28 characters including spacing. (This line will have bold text)
- **Line #2 (pink):** Max. 34 characters including spacing
- **Line #3 (blue):** Max. 30 characters including spacing. (This line will have bold text)
- **Line #4 (purple):** Max. 44 characters including spacing

PRIVATE DETAILS PAGE ENQUIRY FORM: NEED INSURANCE CHECKBOX

**Enquiry** \* required fields

Name \*

Email \*

Phone \* Postcode \*

Comments

☐ Need Finance? ?

☐ **Need Insurance? ?**

☐ Fill in this form for me next time ?

Please view our [Personal Information Collection Statement](#). By clicking the send enquiry button you acknowledge that you have read and agree to abide by the [Carsales Network Terms and Conditions](#) and [Privacy Policy](#).

**Send Enquiry**

Muirhead | NT | 0810

Optus 11:19 am 55%

boatsales.com.au

**Message Mark** Cancel

Send Mark a message

Name

Email

Phone

Postcode

☐ Contact me about Finance ?

☐ **Need Insurance? ?**

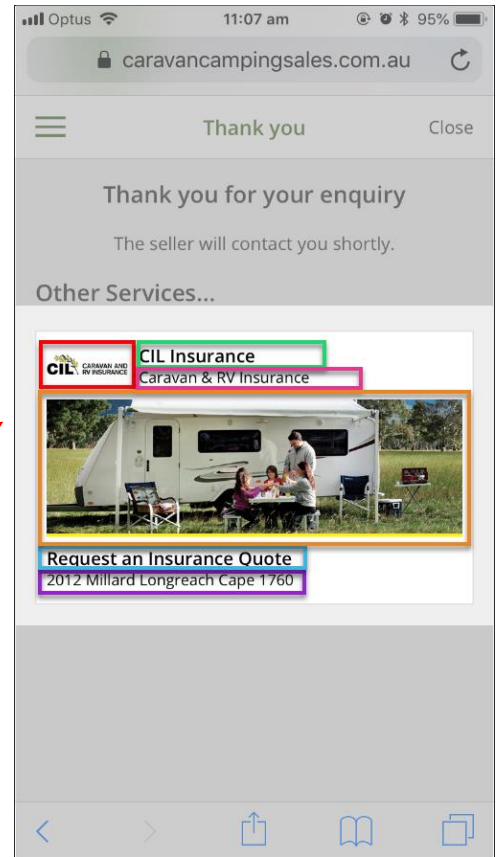
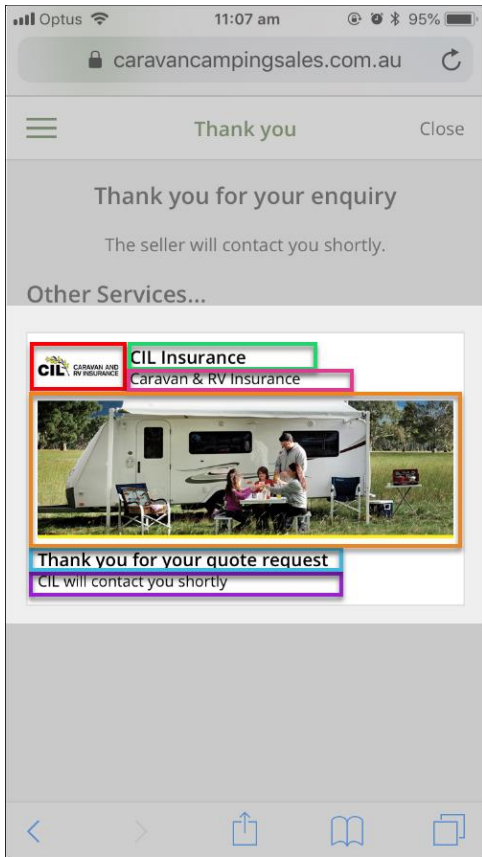
**Enquire Now**

Please view our [Personal Information Collection Statement](#). By tapping the Enquire now button you acknowledge that you have

**Advertiser to provide:** N/A (This is consistent across all sites)

## MOBILE/APP PRIVATE THANK YOU FOR YOUR ENQUIRY PAGE: INSURANCE BRANDED TILE

Example only:



Advertiser to provide (Please provide as individual files):

- **Logo (red):** Static high res. 210px x 102px JPEG and PNG (transparent background)
  - **Image (orange):** 990px x 330px
  - **Line #1 (green):** Max. 28 characters including spacing. (This line will have bold text)
  - **Line #2 (pink):** Max. 34 characters including spacing
  - **Line #3 (blue):** Max. 30 characters including spacing. (This line will have bold text)
  - **Line #4 (purple):** Max. 44 characters including spacing
- Optional for Scenario #2:** Carsales can dynamic feed in the Year/Make/Model of item from the previous (item details) pages




## LIGHTBOX FORM: PAGE 1

The Lightbox form will be built responsive.

**Example only:**

### Caravan & RV Insurance Quote

Providing comprehensive cover to protect your caravan or RV and its contents



#### RV Insurance Specialists

CIL is Australia's largest and most established recreational vehicles insurance specialist.


#### Decades of RV experience

Unlike others, providing insurance for caravans, motorhomes and camper trailers is all that CIL does.

#### Insurance under one umbrella

CIL is part of the Suncorp Group, one of Australia's largest insurance providers. We have greater understanding of your insurance needs.

Insurance Partner



### 2016 New Age Manta Ray

Request a CIL Insurance quote

First name

Last name

Phone


Postcode

Email

When should we call?

☐ Right now
 ☒ Any time
 ☐ This day/time
  Select a day
  Select a time

Submit Quote Enquiry



You can be assured that your information is secure and used only by CIL for the purposes of this quote. By submitting this form you acknowledge that your personal information will be provided to CIL and used in accordance with CIL's [Privacy Policy](#).

**Advertiser to provide (Please provide as individual files):**

- Logo (red):** Static high res. JPEG and PNG (transparent background)  
Optional: Logo can be clickable. Please provide URL
- Headline Text (green):** Max. 30 characters including spacing
- Sub-headline Text (green):** Max. 90 characters including spacing
- Body Text (pink):** Max. 3 points/paragraphs.  
Total max. 500 characters including spacing which is inclusive of max. 30 characters for each body point title (eg. *RV Insurance Specialists*)
- Icons for Body Text (navy):** Static high res. JPEG and PNG (transparent background)
- Field requirements (blue):** Please provide all fields and/or pre-qualifying questions  
Subject to approval from Carsales Legal team
- Call to Action button Text (purple):** Max. 15 characters including spacing
- Privacy Disclaimer Text (orange):** Please provide. *Will require approval from Carsales Legal team*  
Please provide URL for Privacy Policy link




## LIGHTBOX FORM: PAGE 2

The Lightbox form will be built responsive.

**Example only:**

### Caravan & RV Insurance Quote

Providing comprehensive cover to protect your caravan or RV and its contents

#### RV Insurance Specialists

CIL is Australia's largest and most established recreational vehicles insurance specialist.


#### Decades of RV experience

Unlike others, providing insurance for caravans, motorhomes and camper trailers is all that CIL does.

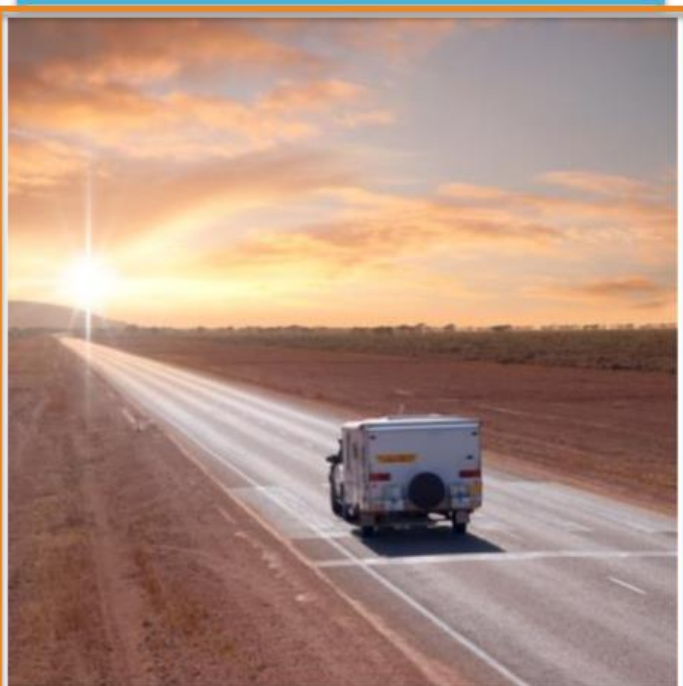
#### Insurance under one umbrella

CIL is part of the Suncorp Group, one of Australia's largest insurance providers. We have greater understanding of your insurance needs.

Insurance Partner



Thank you for your insurance enquiry. We will try to contact you as close to your preferred time as possible.



**Advertiser to provide (Please provide as individual files):**

- **Logo (red):** Will be pulled through from previous page (Page 1)
- **Headline Text (green):** Will be pulled through from previous page (Page 1)
- **Sub-headline Text (green):** Will be pulled through from previous page (Page 1)
- **Body Text (pink):** Will be pulled through from previous page (Page 1)
- **Field requirements (blue):** Max. 115 characters including spacing
- **Image (orange):** Static 560px x 540px JPEG

## Guidelines:

- No block capital letters to be used unless at the start of a sentence or it part of the advertiser's name
- Copy and disclaimers are subject for MediaMotive/Carsales approval

## Hosting/Tracking:

- Placement is hosted by MediaMotive and tracking is across the campaign, not individual placements.
- Third party tracking can be implemented for links directly off-network – please supply 1 click tracker.

## Timeline:

- Creative materials due at least 15 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking terms & conditions apply.
- For more information please contact: [product@mediamotive.com.au](mailto:product@mediamotive.com.au)