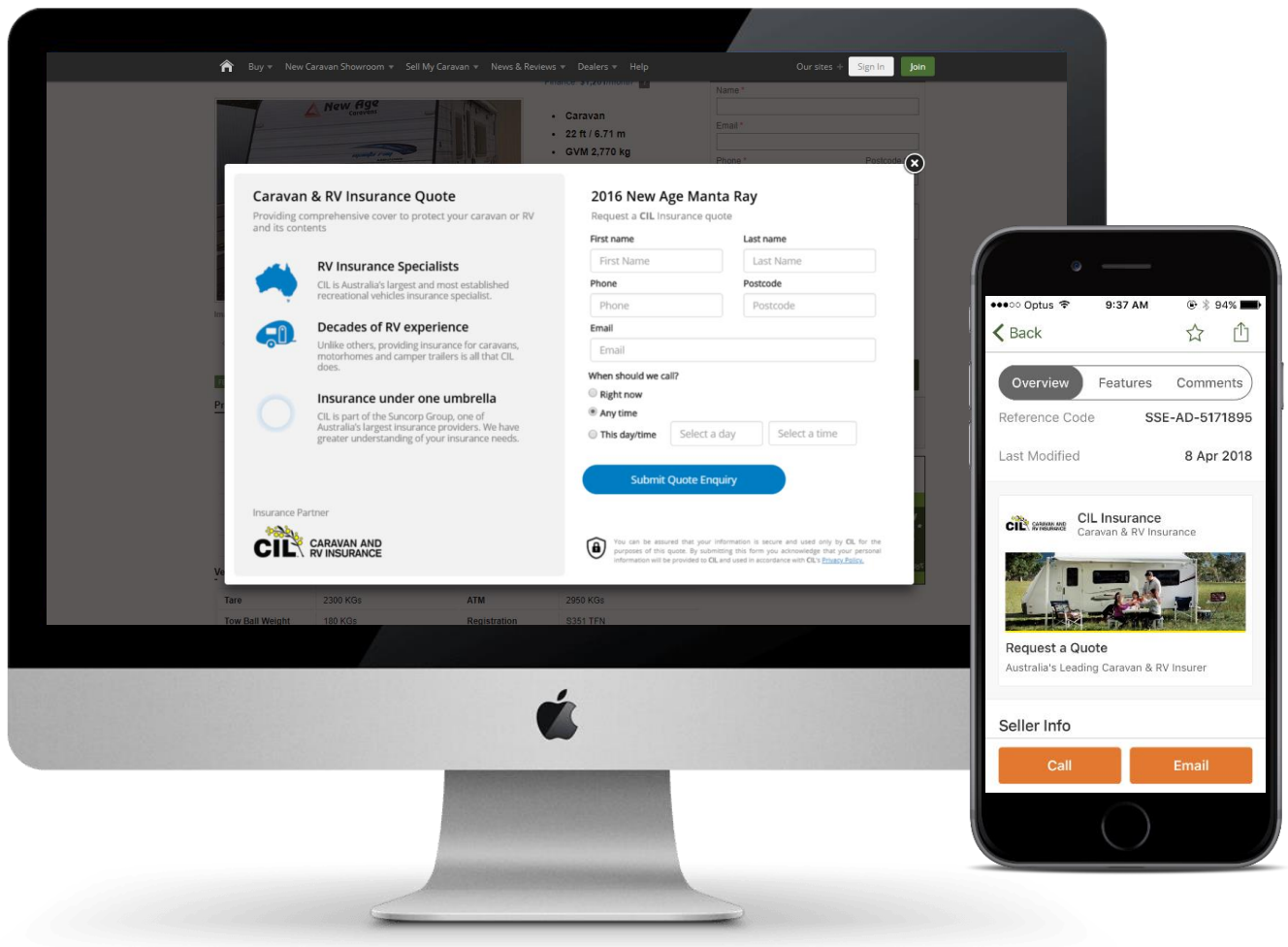# LL&I INSURANCE INTEGRATION

The LL&I Insurance Integration package includes:

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

Requirements:

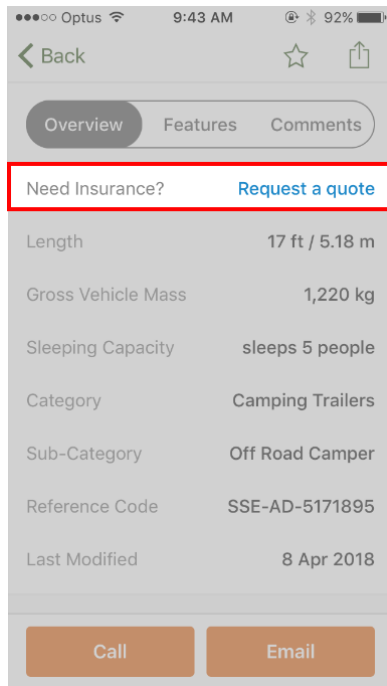### MOBILE/APP PRIVATE DETAILS PAGE: REPAYMENT QUOTE *(IF QUOTE CAN BE PROVIDED)*

Example only -
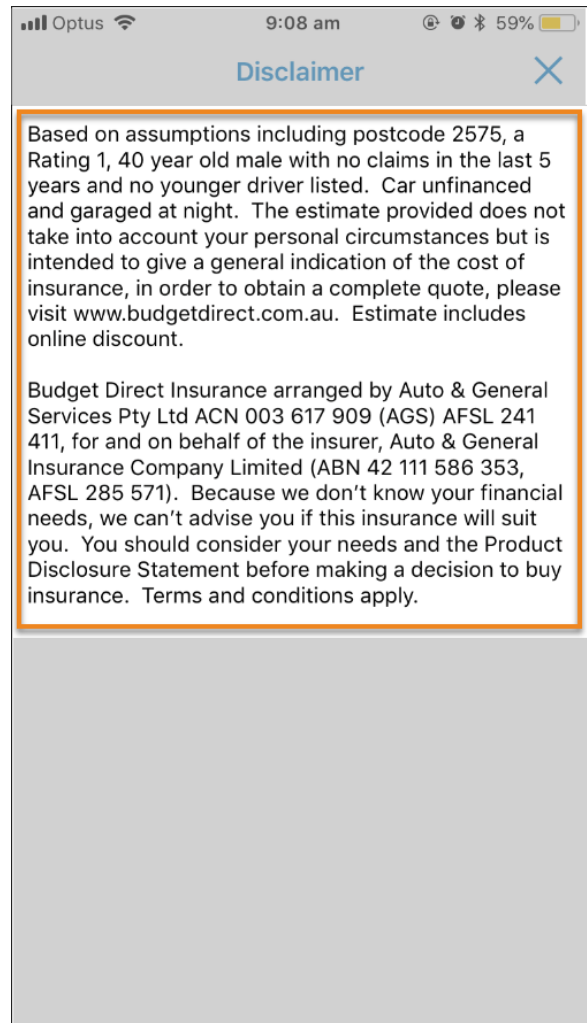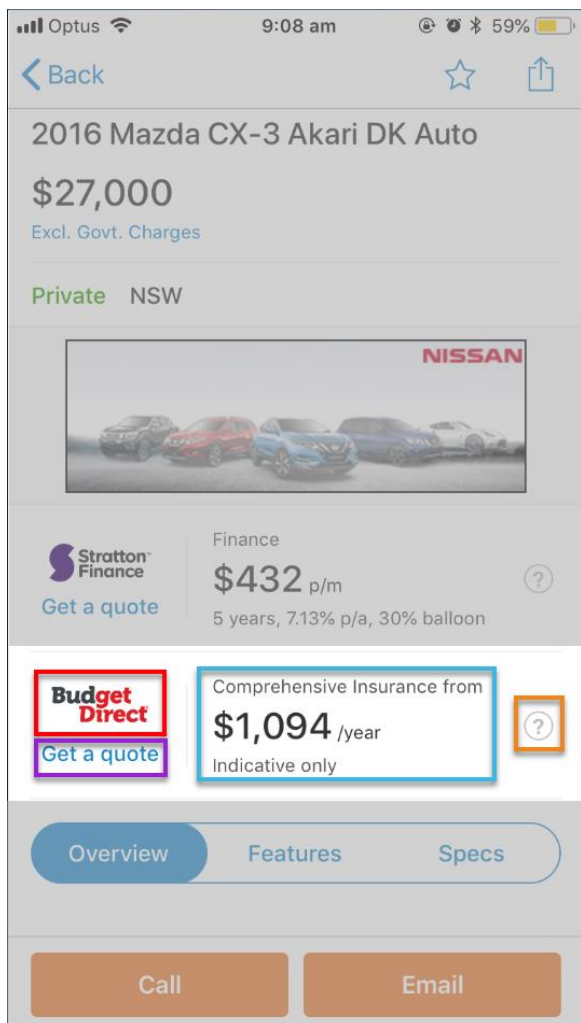
Advertiser to provide:

- **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)*

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

DESKTOP PRIVATE DETAILS PAGE: BRANDED TILE

Examples only -

If quote can be provided:

If quote cannot be provided:
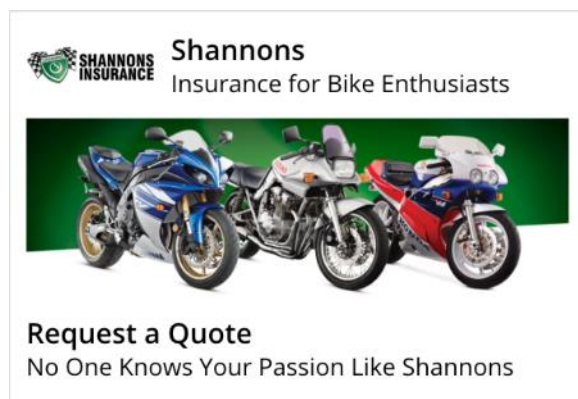

Advertiser to provide:

- **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*

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

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:
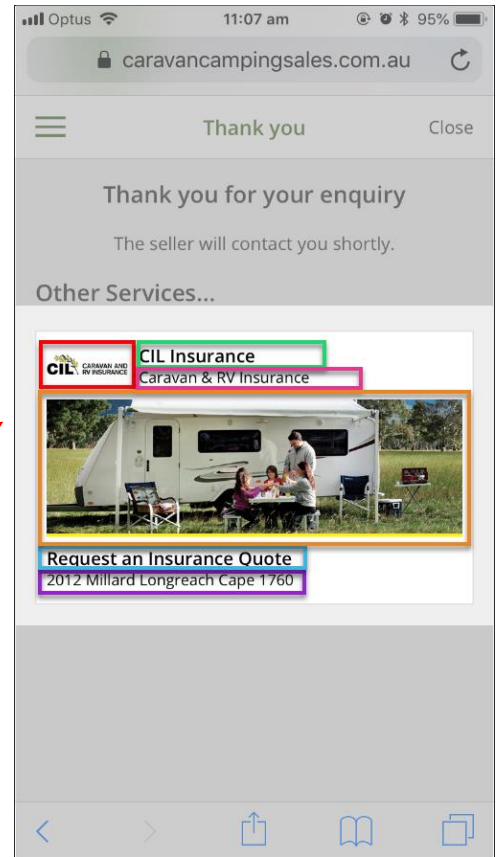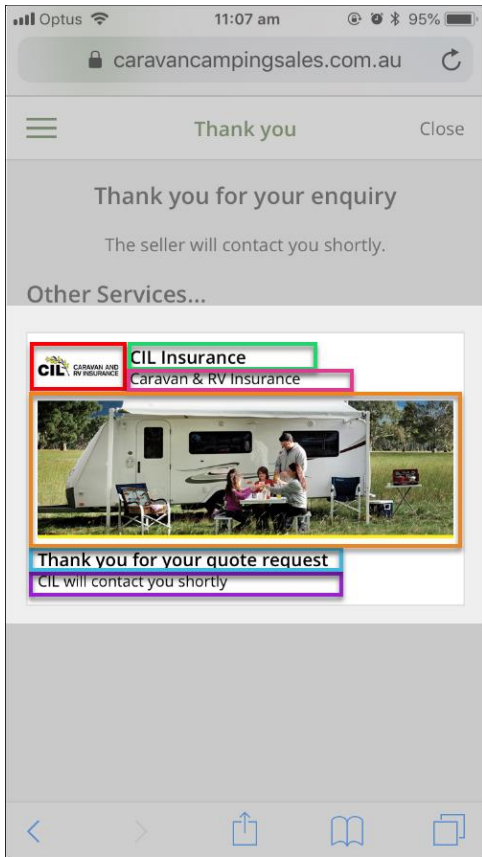
Scenario #1: When 'Need Insurance' checkbox IS ticked

Scenario #2: When 'Need Insurance' checkbox IS NOT ticked

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

The Lightbox form will be built responsive.
Example only:

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

The Lightbox form will be built responsive.

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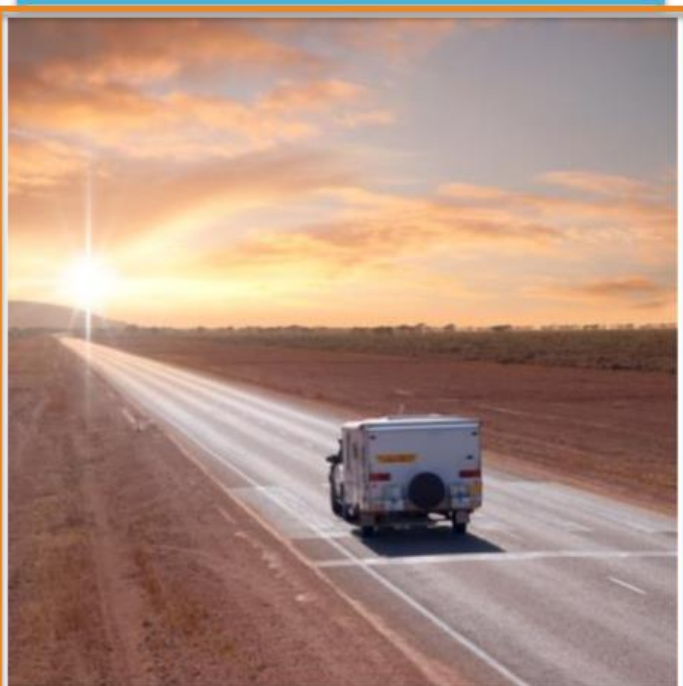
Advertiser to provide *(Please provide as individual files)*:

- **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