

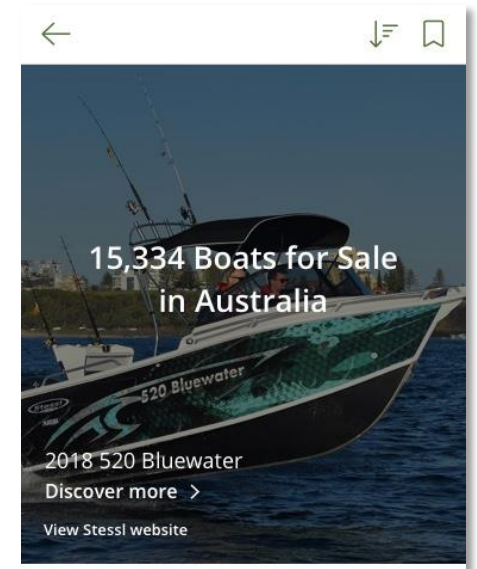
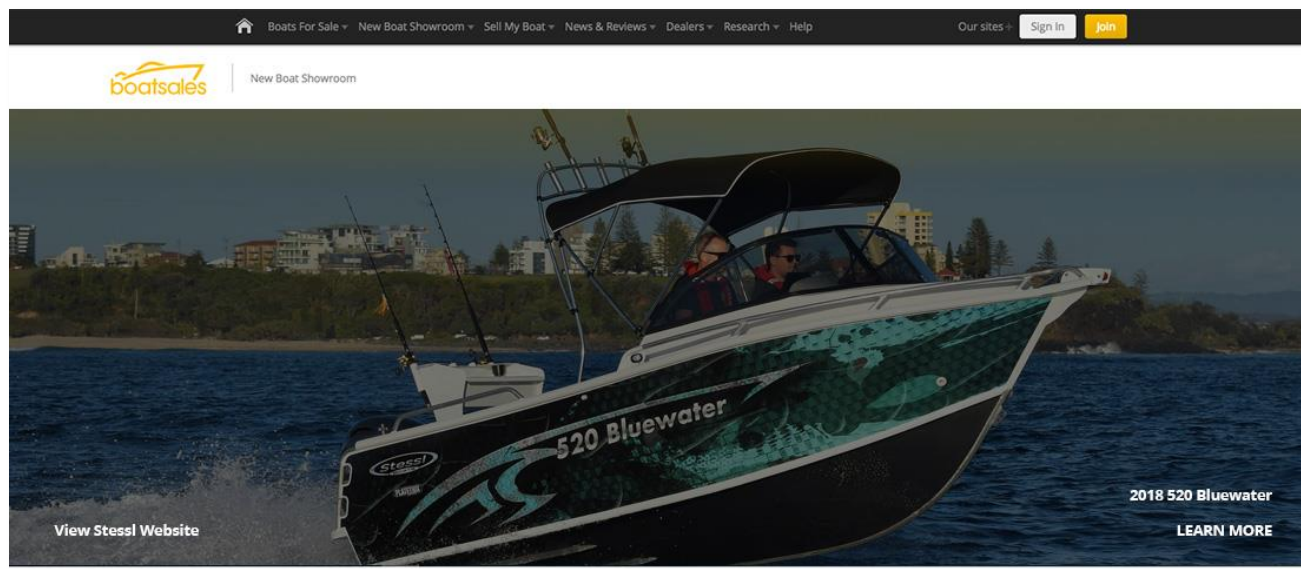
LEISURE AND INDUSTRY CATEGORY LANDING PAGE SPONSORSHIP

The Category Landing Page sponsorship delivers high impact integration into category pages within the Leisure and Lifestyle Showroom, helping OEMs drive consideration of their model, in its category, with an in-market audience.

This 30 day sponsorship is available across a range of categories and includes

- 100% SOV Hero Image (all devices)
- Standard IAB ad units (all devices)
- Internal driver to listings
- External Link to OEM website

Hero Image



Guidelines

- The image showcases a scene with a vehicle, caravan or boat relevant to the site (max 2) (no retail messaging, text or logos in image)
- The copy for the headline will be defined by carsales and will introduce the Category Landing page environment.

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

Placement	Specifications	Requirements
Desktop Hero Image x 1 image	1920x550 px 300 KB JPEG or PNG	<ul style="list-style-type: none"> • 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 copy is set for introducing the Showroom environment (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
Mobile & App Hero Image X 1 image	1000x1100px 300 KB JPEG or PNG	
Desktop Hero Image Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	<ul style="list-style-type: none"> • Link 1 will click through to the manufacturer website • Link 2 will click through to a showroom details page • carsales will determine the font and colour of the type face • Third-party tracking for impressions and clicks is available

HTML5 Standard Banners

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner	728x90 px 300x250px	JPEG or GIF 80 KB Max	HTML5 100 KB MAX
Mobile & App banner	300x100 px 300x250px		

Hosting Options:

- 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.
- 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 Ad Operations adops@mediamotive.com.au