

LEISURE AND INDUSTRY SHOWROOM HOMEPAGE SPONSORSHIP

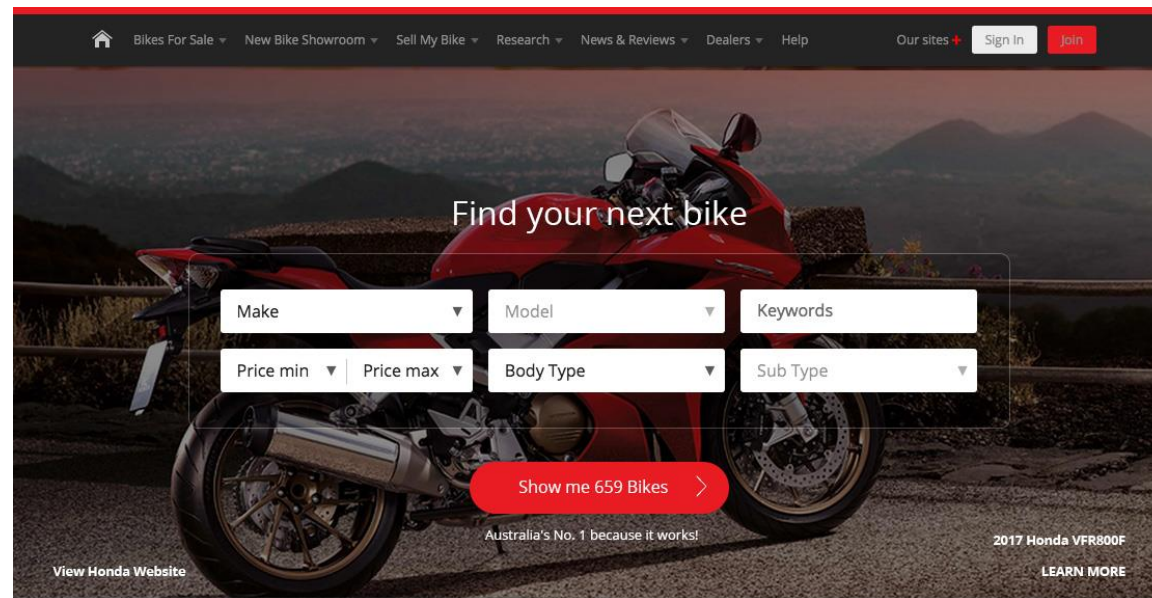
Sponsorship of the Showroom homepage ensures high impact brand integration into the lifestyle and Industry network, and enables OEMs to increase top of mind awareness, and influence a highly relevant, in-market audience.

This exclusive 30 day sponsorship includes

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

The screenshot shows a motorcycle website homepage with a dark navigation bar at the top containing links for 'Bikes For Sale', 'New Bike Showroom', 'Sell My Bike', 'Research', 'News & Reviews', 'Dealers', and 'Help'. On the right side of the navigation bar are 'Our sites', 'Sign In', and 'Join' buttons. The main hero section features a large image of a red motorcycle with the text 'Find your next bike' overlaid. Below this is a search filter interface with dropdown menus for 'Make', 'Model', 'Keywords', 'Price min', 'Price max', 'Body Type', and 'Sub Type'. A prominent red button reads 'Show me 659 Bikes'. Below the search filters, there is a promotional banner for 'LEARN TO RIDE WITH HART' (Honda Australia Rider Training) with contact information and a 'CLICK HERE' link. The 'Browse New Bikes' section displays eight categories of motorcycles: Learner, Road Bikes, Cruisers, ATVs/Quads, Dirt Bikes, SxS & UTV, Scooters, and Naked. The 'Latest Special Offers' section features three featured motorcycles: a 2018 Suzuki DR-Z400E for \$7,990\*, a 2018 Suzuki DR650SE for \$8,090\*, and a 2018 MV Agusta Brutale 800 for \$21,990\*. Each offer includes a 'View' button and a 'Price Guide' link. The MV Agusta offer also includes the text 'Ride Away No More To Pay'. Navigation arrows and a dot indicator are present at the bottom of the special offers section.

## 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 Showroom 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"> <li>• Images to be of photography only – no use of solid colours or computer manipulated graphical elements please.</li> <li>• No text or logo is allowed in the brand images</li> <li>• Headline copy is set for introducing the Showroom environment (please note that no advertising text is allowed).</li> <li>• A dark overlay will be applied to the image to allow the text to be more visible</li> </ul>
Desktop Hero Image Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	<ul style="list-style-type: none"> <li>• Link 1 will click through to the manufacturer website</li> <li>• Link 2 will click through to a showroom details page</li> <li>• carsales will determine the font and colour of the type face</li> <li>• Third-party tracking for impressions and clicks is available</li> </ul>

## HTML5 Standard Banners

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner	728x90 px	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](mailto:adops@mediamotive.com.au)