



# Leisure & Industry Homepage Reskins

Desktop & Mobile / App Specifications

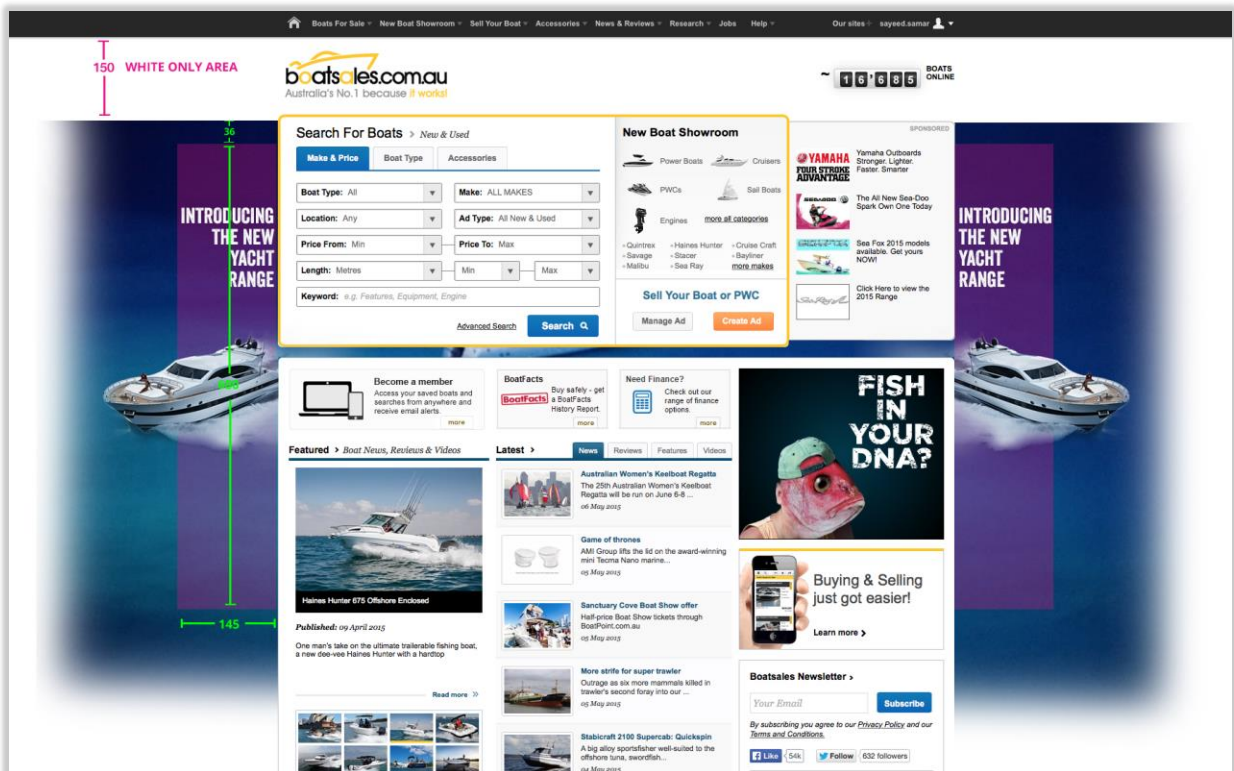


## Reskin Panels

Device	Template Dimensions (w x h) px	File size
Desktop	2000x1100	JPEG, GIF 120 KB Max

## Reskin Panels

Download the working Adobe Photoshop template here: [LUI Homepage Reskins Template](#)



## Specifications

- The top area must include a hard cut off to white. On Leisure and Industry sits, this is 155px from the top of the page.
- No branding/logo/advertising message above top of search area.
- Key campaign messaging, logo and call to action must be within the 145x680px area, left and right of the site content.
- Left/right reskin design area must not be wider than 145px to maximise exposure on the majority of screen resolutions.
- Design artwork can run outside of the 145px wide area.
- Design artwork must bleed out from left and right of artwork to a transparent or white gradient fade.

## Requirements

- Client must also supply any fonts and raw assets such as images and PSD's.
- Reskin is sold on 100% SOV sponsorship per day combined with an MREC.
- One version of creative to run per day buy. Creative cannot be rotated.
- Mediamotive reserves the right to request creative modifications.
- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.

## Standard Banner HTML5 Specifications

Banner Dimensions (w x h) px	Expanded Panel Dimensions	Back Up Image	Initial Banner Load	Polite Load or User Initiated Expansion	User Initiated Video
<b>Desktop</b>					
300x250	992x620	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
<b>Mobile &amp; App</b>					
300x50 300x100 680x75	Portrait: 320x480 Landscape: 480x320 Or Full Screen	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max

## Requirements

- Animation length: 15 seconds max
- Looping: continuous looping is not permitted. Animation is allowed, can loop twice and play through 3 times.
- Frame rate: 24 fps max
- Creative must include click tags for publisher tracking. Download the build guide [here](#).
- Creative with a white or light coloured background must include a 1 pixel border
- A backup image is required to display for unsupported environments, such as older versions of Internet Explorer.
- Back up images must be clear with legible text and defined edges
- Click through URL for devices must link to a mobile friendly site
- MediaMotive reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network [creative guidelines](#)

## Video

- Duration: 15 or 30 seconds
- File type: MP4
- Aspect ratio: 16:9 or 4:3
- Frame rate: min 24 fps, max 30 fps

## Video Requirements

- Video can autoplay up to 15 seconds with sound muted (1 MB max polite load)
- User initiated video can play up to 30 seconds with sound (3MB max initiated on user click/tap)
- Video play, pause & sound controls required
- Video cannot loop and must end with a placeholder image and call to action

## Expandable Banners

- Initial banner must include a clear call to action, eg: click to expand
- Ad expansion must be user initiated upon user click/tap. Hover or Rollover must not be used as actions for ad expansion.
- Expanded panel must include a clearly displayed close button

## Third Party Tracking (Optional)

A secure click tracker and impression tracker can be provided.

**\* All click-through URL's must be (https) secure in order to ensure that clicks are working correctly on all platforms and devices.**

## Timeline

Creative material is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.