



Leisure & Industry Homepage Reskins

Desktop & Mobile / App Specifications

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
Desktop					
300x250	992x620	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
Mobile & App					
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.**

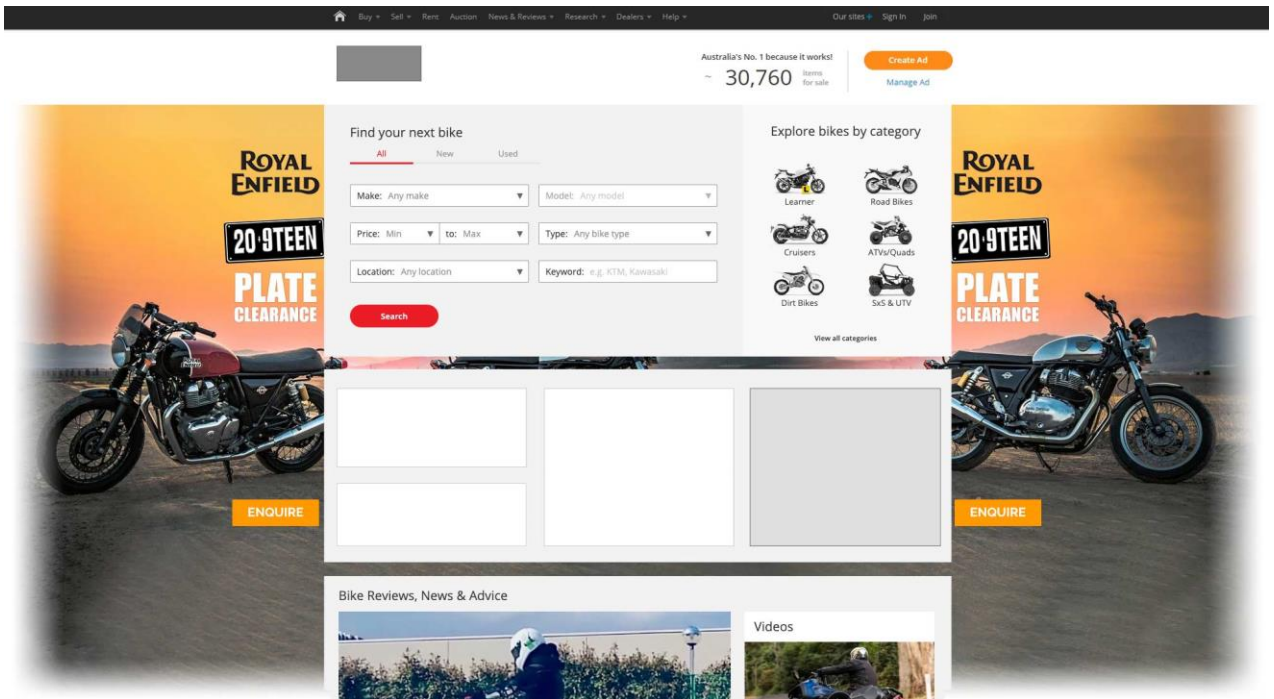
Timeline

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



Reskin Panels

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



LL&I Homepage Reskins In Situ Example

Homepage Template Instructions

Reskin Panels

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

Once you have opened the Photoshop template:

1. Place your creative in the folder labelled 'PLACE ARTWORK HERE'.
2. Hide our placeholder creative folders (Your Right Ad, Your Left Ad and Your Background) to ensure these do not appear on export).
3. Hide folder 'GUIDE-hide on export' to ensure guides are not visible upon export.
PLEASE NOTE – You must leave all other layers in here viewable or your skins will not appear correctly on our website.
4. Creative is now ready for export.

