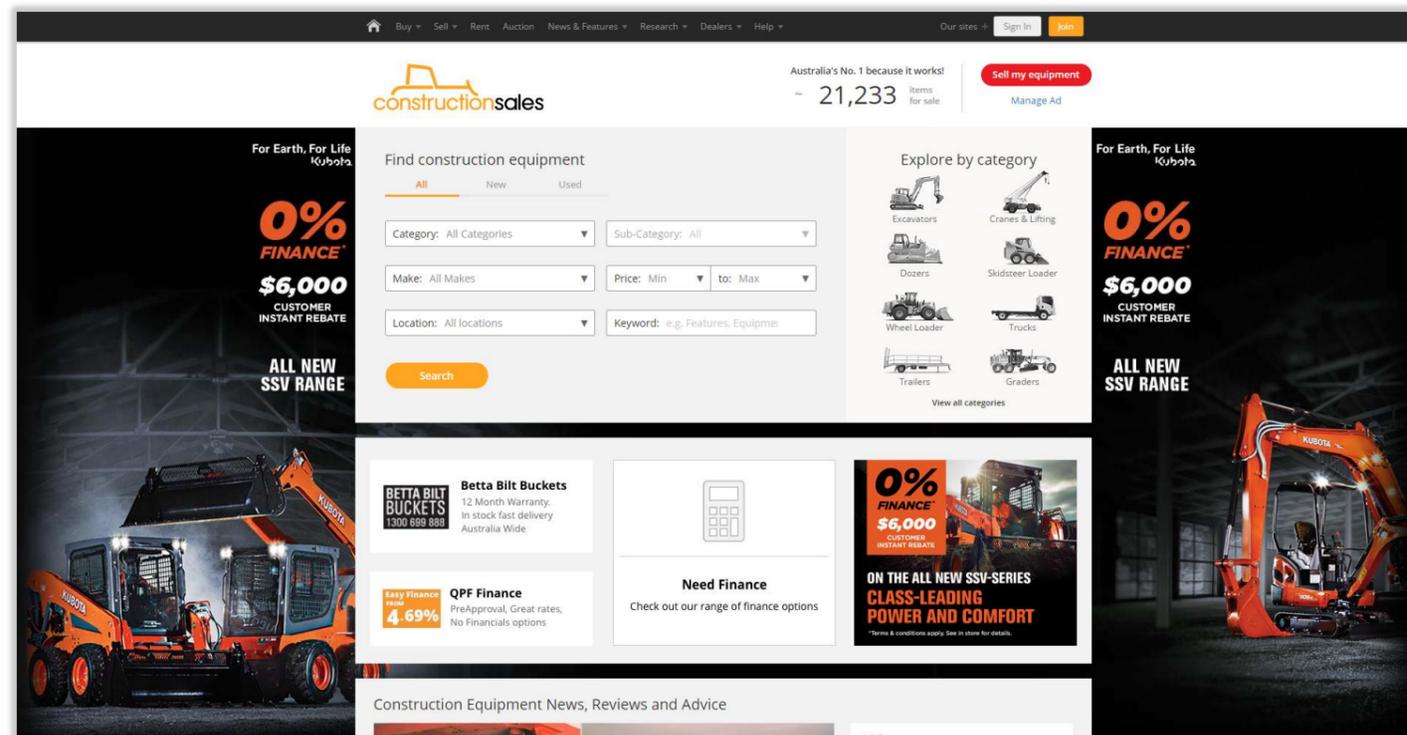
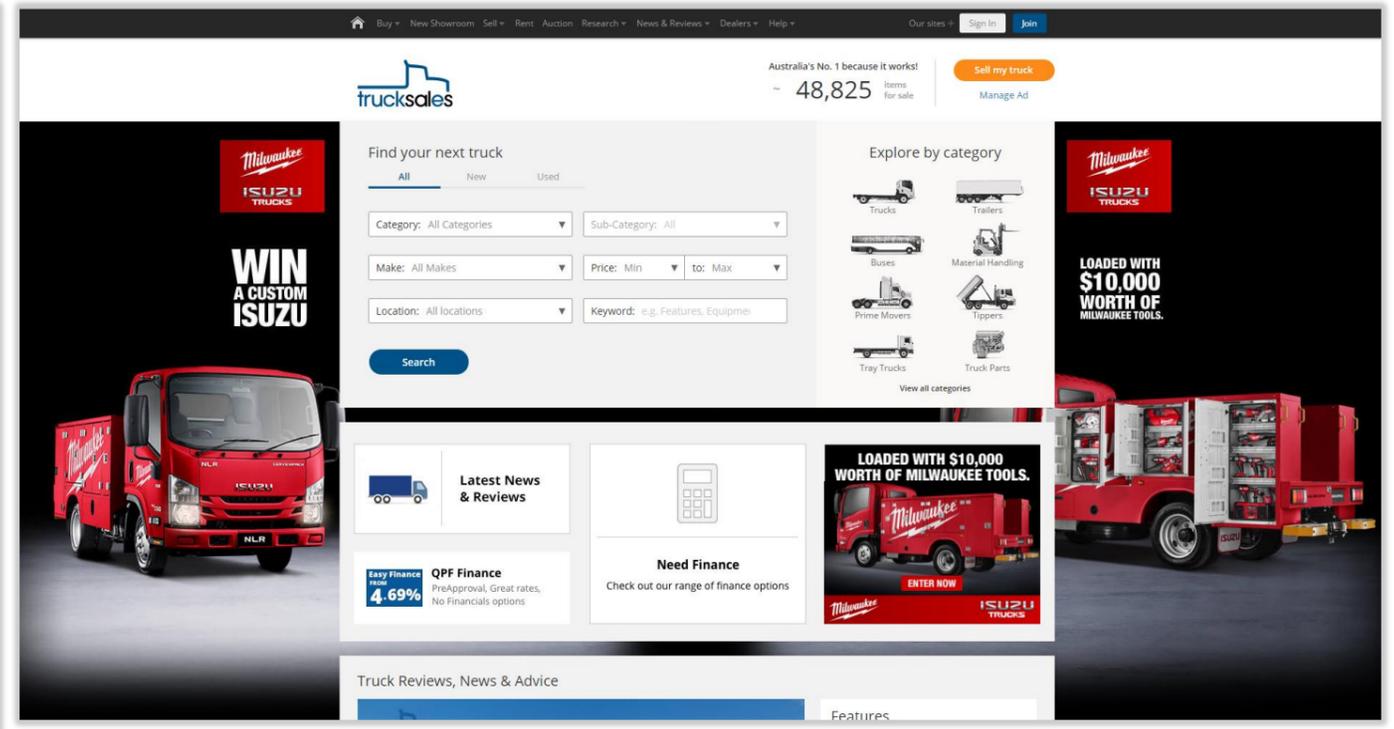
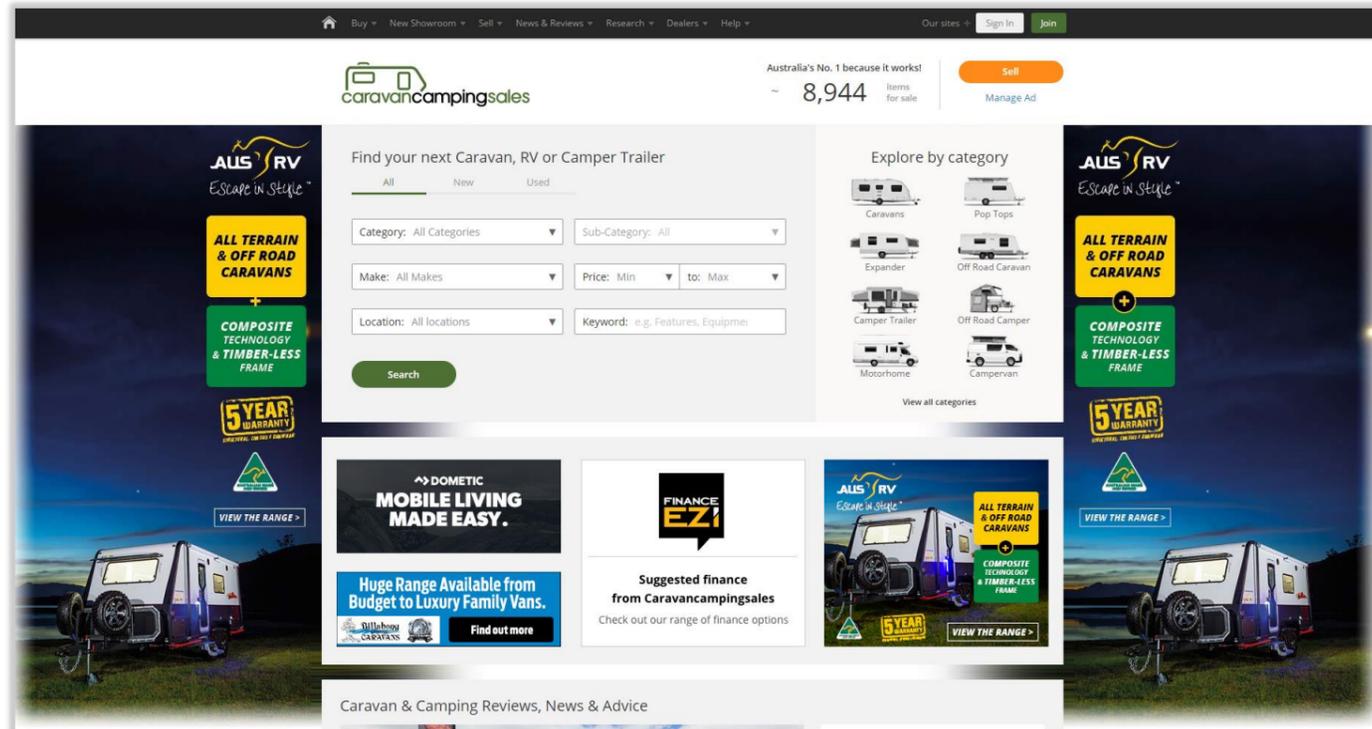
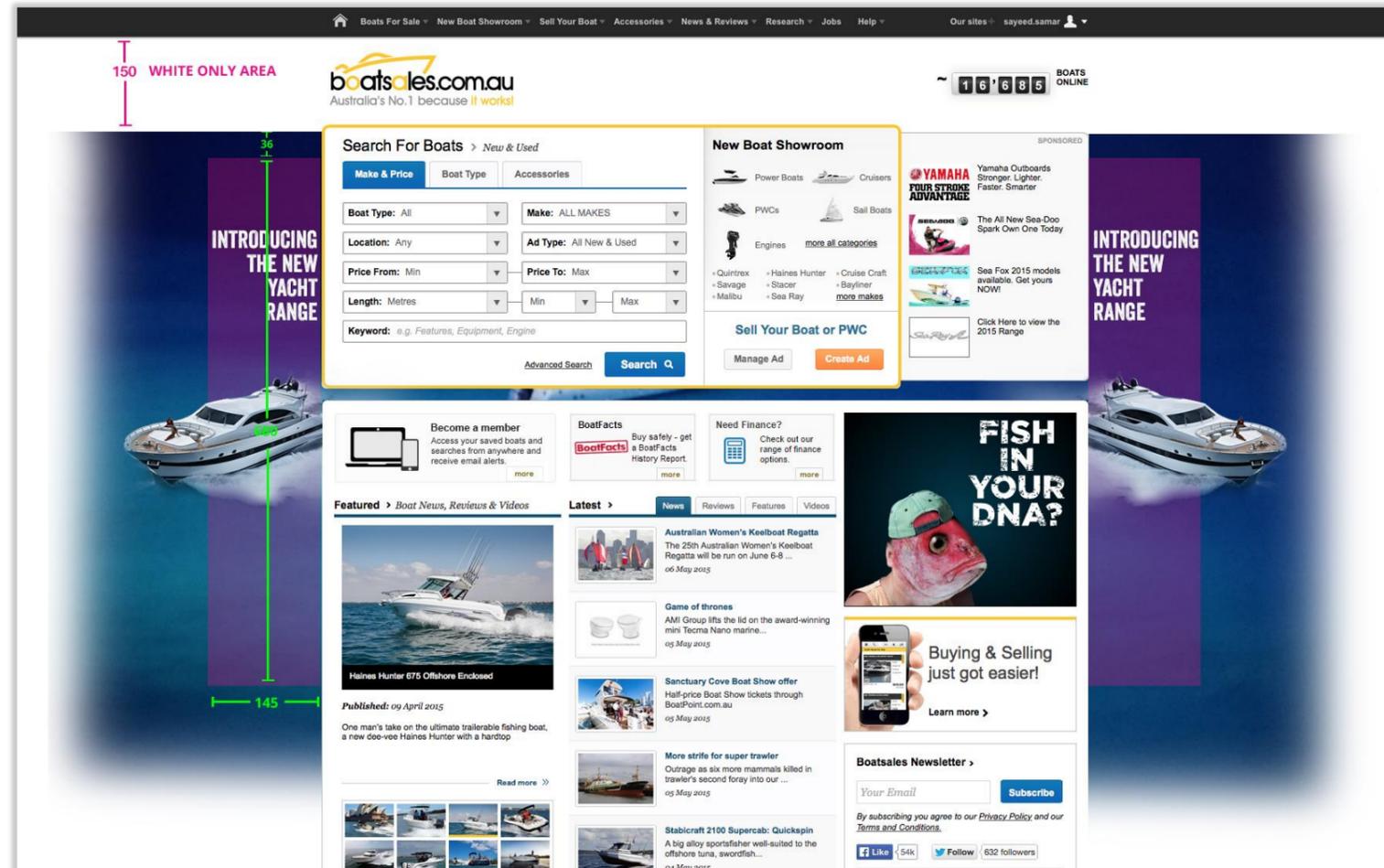


MEDIAMOTIVE LEISURE & INDUSTRY SITES - HOMEPAGE RESKIN SPECS



DESKTOP RESKIN TEMPLATE – CREATIVE DIRECTION:

Download the working template: mediamotive.csnstatic.com/Product_Docs/carsales_hp_template_v3.psd



Reskin Panels

Template Width: 2000px
 Template Height: 1100px
 File Size: 120kb JPEG or Static GIF

Client must also supply any fonts, raw assets such as images, FLA's. PSD's

Design Directions

- 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.

Product Rules

- 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

Device	Initial Banner Dimensions	Back Up Image	Initial Banner Load	Expanded Panel Dimensions	Polite Load or User Initiated Expansion	User Initiated Video
Desktop	300x250	80 KB JPEG / GIF	100 KB	992x620	1 MB	2.2 MB
Mobi & App	300x50 300x100 680x75	80 KB JPEG / GIF	100 KB	Portrait: 320x480 Landscape: 480x320		

Creative must include click tags for publisher tracking. Download the build guide [here](#).

Video Specs:

Aspect Ratio:	Preferred 16:9 (4:3 Accepted)
Video Format:	AVI, MOV, MP4
Frames Per Sec:	24fps (Minimum 14fps)
Video Duration:	Preferred 30 secs (Maximum 1 min)
Video Download:	Set as progressive
Starter Image:	JPG/PNG/GIF (No animation allowed)
Image File Size:	50kb (Max)

- Video Player must clearly display a play, pause, volume and close buttons.
- Video can auto-play with the sound muted.
- Video must end with a call to action (not a blank screen).
- Video must be hosted by an approved third party vendor; Doubleclick or Sizmek. Videos hosted on YouTube or any other external sources are not accepted.

Expandable Banner Requirements:

- Initial banner must include a clear call to action (eg: click to expand).
- Expanding panel must be user initiated
 - If roll over to expand (desktop) , a 2 second delay must be applied and it must be roll off to retract
 - If click to expand, it must be click to close
- Creative must have a clear CLOSE button in top right corner

Hosting Options

- Rich Media, Expandable & HTML5 banners 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 hosted by the client. JPEG and GIF images are also accepted.

Timeline:

Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.

For more information please contact your Account Manager or email: product@mediamotive.com.au