NEW CAR HOMEPAGE SPONSORSHIP

The New Car Homepage sponsorship package includes the first three placements within the Hero Carousel and the standard banner placements on all devices.

The sponsorship is supplemented with targeted banner activity within All Car Search Results.



728ox x 90ox

Leaderboard 728x90 px

Disclaimers

Where the price contains the notation "Drive Away No More to Pay" or "Drive Away Price" the price is based on the manufacturer recommended retail price and includes additional costs, such as stamp duty and other government charges. Please confirm price and features with the seller of the vehicle.

Where the vehicle listing contains the notation "Drive Away Price Offer", "Finance Offer", "Added Extras Offer" or "Special Offer", the Offer is being provided by a third party and is not being offered by or on behalf of caralescom timited, carales takes no responsibility in relation to any offer made by a third party. Whits caralescues is the set endeavours to update any offers to reflect any variations or remova any offer which have been windhawin, caralescies cannobe beind regoonable in diromatices where the offer displayed by carales does not reflect the varied offer or is not withdrawn. You should review and confirm the terms of the offer with the relevant third party prior to acting in reliance on the offer.

Used cars for sale	Research Cars	Car News	New cars	Homesales	Cor	nnect with us or	n Facebook, YouTube and Tv
Second hand cars for	Car Valuations	Car Reviews	Bikes	Motoring		Like	
sale	Car Finance	Car Videos	Boats	Shopping &		S LINC	
New cars for sale	Car Insurance	Car Advice	Trucks	Auctions	3	Follow	
Special Offers	Car Comparisons	New Car Calendar	Caravans	carsales mobile	_		
Compare Cars	CarFacts History		Machinery	iOS app		Facebook	Twitter
	Reports		Tyresales	Android app		YouTube	Google +
	Help Me Choose			Windows 8 app	Lite	YouTube	Google +
				Ryvus iQ			
Terms & Conditions	Privacy Contact Us	Editorial Team About U	is Careers Corp	orate Advertising Shareholders Site Map	Popular Searches		Return

Hero Carousel Unit



Guidelines

- One model from an OEM range may be featured.
- The copy for the headline and subheading will be defined by carsales and will introduce the New Car Landing page environment.
- carsales will determine the font and colour of the type face
- Occasionally, carsales will utilise 2 hero positions on each page for internal 'house' drivers. Examples include linking to Comparisons, Deals, Editorial Articles, etc. These will feature in positions 4 + 5 and may or may not have relevance to the featured vehicle.

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

Placement	Specifications	Requirements		
Position 1: Video [Desktop only]			
Video	File Type: MP4 Max File Size: 10MB Frame Rate: 24 fps (IAB standard) Background Video Length: 5 seconds Background Video Dimensions: 1920x550px Pop-up Video Length: Any Pop-up Video Dimensions: 1920px x 1080px Includes 'View Full Video' Link	 For expediency, MediaMotive will build and host the Hero Video Unit. Please note that video may be resized by MediaMotive to ensure it is within the Hero Unit dimensions. carsales is able to modify/convert some file types if required TVC will play for 5 seconds, before moving to the second unit. Background video cannot feature retail messaging (e.g. EOFY Clearance). Overlay text is set for introducing the New Car environment (advertising text is not allowed). Full TVC video may be launched through 'Watch Full Video' link inside hero unit. A dark overlay will be positioned over the video to allow text to be clearly visible. Vehicle promotion text (bottom of page) will link through to a New Car Showroom model page. Third-party tracking for impressions and clicks is available 		
Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	 Link 1 will click through to the manufacturer's website Link 2 will click through to a carsales new car model page carsales will determine the font and colour of the type face Third-party tracking for impressions and clicks is available 		
Position 2 & 3: Hero Images				
Desktop Minimum x 1 image Maximum x 2 images	1920x550 px 300 KB JPEG or PNG	 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 and Subline copy is set for introducing the New Car environment in position 1 (please note that no advertising text is allowed). 		
Mobile & App Minimum x 1 image Maximum x 2 images	1000x1100 px 300 KB JPEG or PNG	 A dark overlay will be applied to the image to allow the text to be more visible 		
Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	 Link 1 will click through to the manufactuer website Link 2 will click through to a carsales new car model page carsales will determine the font and colour of the type face Third-party tracking for impressions and clicks is available 		

HTML5 Standard Banner Specifications

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner x 2	728x90 px		
Mobile & App banner x 1	300x100 px	JPEG or GIF 80 KB Max	HTML5 100 KB MAX
All Car Search Results (Body Type)	728x90 px 300x250px		

Hosting Options:

- HTML5, 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.
- Click through URL for Mobi and App should go to a mobile optimised site or dedicated mobile site.
- Creative must include click tags for publisher tracking. Download the build guide <u>here</u>.
- Please send all assets to <u>digitalassets@carsales.com.au</u>

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 <u>clientsolutions@carsales.com.au</u>





Where the price contains the notation "Unive Away No More to Pay" or "Unive Away Price" the price is based on the manufacturer recommended retail price and includes additional costs, such as stamp duty and other government charges. Please confirm price and features with the seller of the vehicle.

Where the vehicle listing contains the notation "Drive Away Price Offer", "Finance Offer", "Added Extras Offer" or "Special Offer", the Offer is being provided by a third party and is not being offered by or on behalf of carsales.com Limited, carsales takes no responsibility in relation to any offer made by a third party. While carsales uses its best endeavours to update any offers to reflect any variations or remove any offers which have been withdrawn, carsales cannot be held responsible in circumstances where the offer diplayed by carsales does not reflect the varied offer or is not withdrawn. You should review and confirm the terms of the offer with the relevant third pary prior to acting in reliance on the offer.

			SITES		
Used cars for sale	Research Cars	Car News	New cars	Homesales	Connect with us on Facebook, YouTube an
Second hand cars for	Car Valuations	Car Reviews	Bikes	Motoring	Like
sale	Car Finance	Car Videos	Boats	Shopping &	E Like
New cars for sale	Car Insurance	Car Advice	Trucks	Auctions	Sector Follow
Special Offers	Car Comparisons	New Car Calendar	Caravans	carsales mobile	
Compare Cars	CarFacts History		Machinery	iOS app	Facebook E Twitter
	Reports		Tyresales	Android app	
	Help Me Choose			Windows 8 app	👑 YouTube 🛛 👫 Google +
				Ryvus iQ	

Terms & Conditions Privacy Contact Us Editorial Team About Us Careers Corporate Advertising Shareholders Site Map Popular Searches

© carsales.com Limited 1999-2016. "Say you saw it on carsales.com.au"

Ford - Choose Value Ranger 4x4 XLT Double Cab Pick-Up 3.2 diesel manual from \$57,490 drive away Explore View all

300px x 50px

Disclaimers

Return to top

Where the price contains the notation "Drive Away No More to Pay" or "Drive Away Price" the price is based on the manufacturer recommended retail price and indudes additional costs, such as stamp duty and other government charges. Please confirm price and features with the seller of the vehicle.

the vehicle. Where the vehicle listing contains the notation 'Drive Away Price Offer, 'Finance Offer,' Added Extras Offer' or 'Special Offer, the Offer is being provided by a third party and is not being offered by on a behalf of carsales com Limited. carsales takes no responsibility in relation to any offer made by a third party. Whilst carsales uses its best nedeavours to update any offers to reflect any variations or remove any offers which have been withdrawn, carsales cannot be held exponsible in cremandance the offer displayed by carsales does not reflect the variation offer or is not withdrawn the relevant third party prior to acting in reliance on the offer.