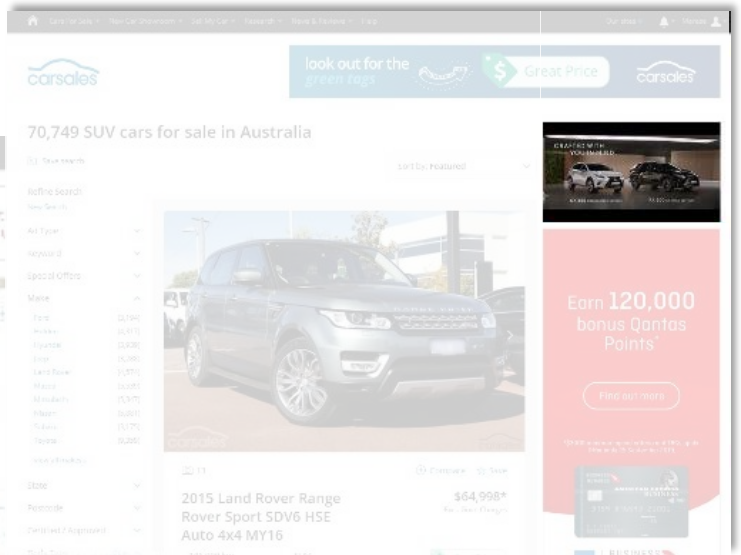




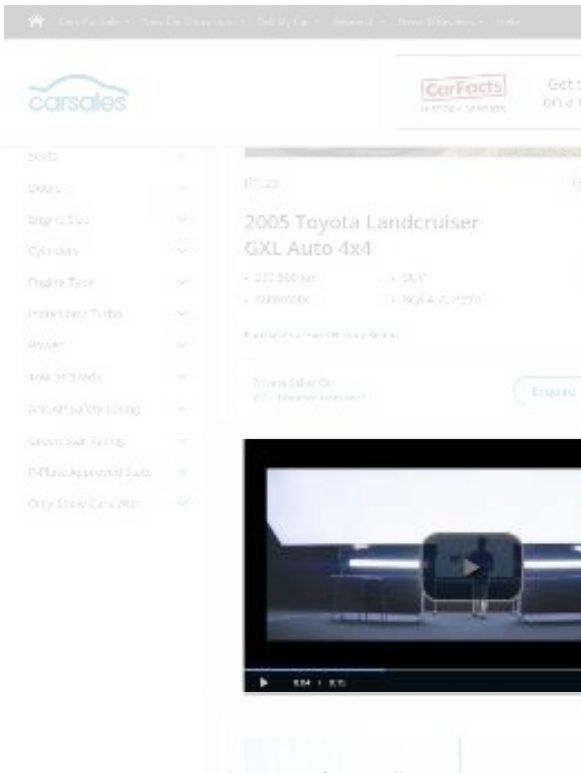
Outstream Video

Display & Mobile Specifications

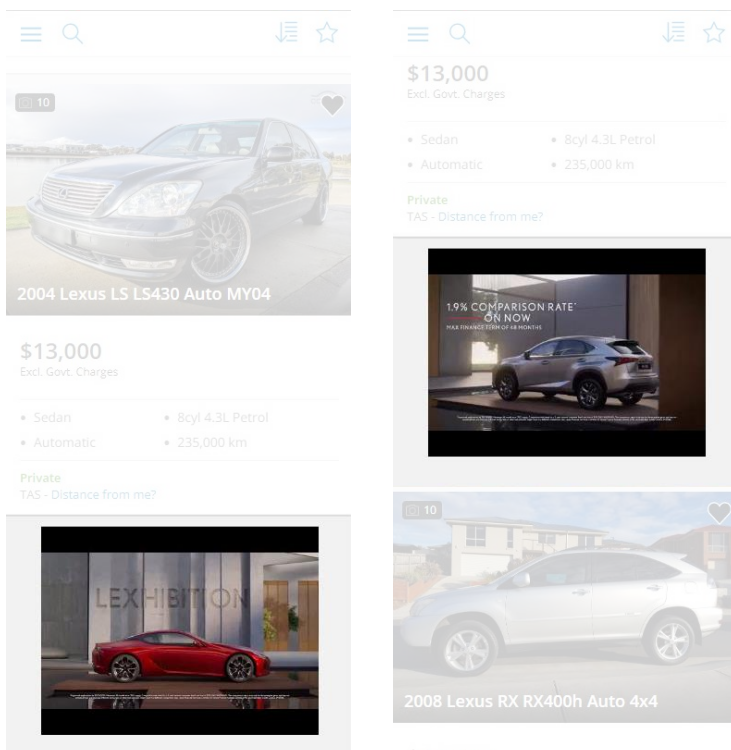
DESKTOP – after scroll



DESKTOP – before scroll



MOBI – unit remains the same after scroll



Product Overview

Designed to specifically engage carsales' desktop and mobile/app users, this product enables marketers to deliver brand and retail messaging within a premium context at scale.

Placements

- Desktop – listings & Editorial pages
- Mobi – listings pages

Dimensions (w x h) px	Aspect Ratio	File Type	File Size	Duration
Min 640 x 360 Max 1920 x 1080	16:9 (other ratio's are not supported)	MOV or MP4	5MB Max	6 to 15 seconds

Requirements

- **Codec:** Standard video codecs accepted. ProRes 4444, HDV 720p60, Go 2 Meeting 3 & 4, ER AAC LD, REDCODE are not supported.
- **Sound:** User initiated on button-click.
- **End Frame:** Generic carsales end frame.
- Click through URL to be supplied if not Third Party ad-serving

Third Party Tracking (Optional)

- Third party event tracking: impressions, clicks, video starts, 25%, 50%, 75%, 100% completion
- 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.