



Outstream Video

Display Specifications

Results pages - before scroll

This screenshot shows the carsales website interface before scrolling. The main content area displays a listing for a 2005 Toyota Landcruiser GXL Auto 4x4 priced at \$16,500*. A video player is embedded in the listing, highlighted with a red border. To the right of the listing is a large red promotional banner for MG featuring a 7-year warranty. The top navigation bar includes the carsales logo, a CarFacts badge, and a 'Get the facts on a used car' button.

Results pages - after scroll

This screenshot shows the carsales website interface after scrolling. The main content area displays a listing for a 2015 Land Rover Range Rover Sport SDV6 HSE Auto 4x4 MY16 priced at \$64,998*. A video player is embedded in the listing, highlighted with a red border. To the right of the listing is a large red promotional banner for Qantas Business Rewards featuring a 120,000 bonus points offer. The top navigation bar includes the carsales logo, a 'look out for the green tags' badge, and a 'Great Price' badge.

Product Overview

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

Placements

- Desktop – listings & Editorial 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.