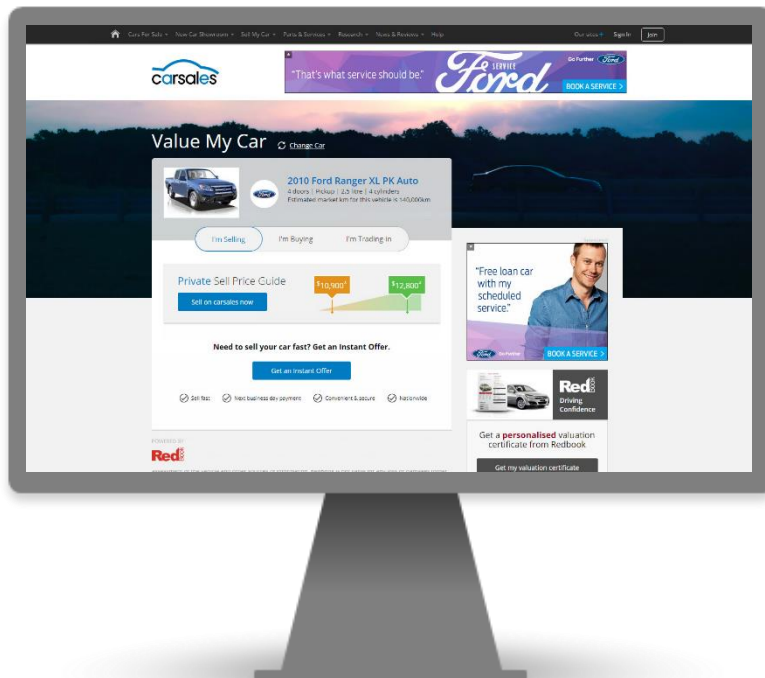


RETENTION PROGRAM AD SPECIFICATIONS



John, get \$20 off an ad upgrade thanks to Ford

For being a loyal Ford owner, Ford would like to help you sell your old Ranger and get you into your next one faster.

Take advantage of our limited time offer and get noticed. You can upgrade your ad for \$47 (normally \$67).

Premium ads on carsales appear higher in search results, giving you even more exposure to potential buyers.

[Upgrade Now](#)

[Manage Preferences](#) [Privacy](#) [Terms](#) [Help Centre](#)

This offer expires on 1 March 2017 and is only redeemable by the recipient of this email and is not transferable.

This email was sent by carsales.com Ltd (ABN 91 074 444 018), Level 4, 449 Punt Road, Richmond VIC 3121. You are receiving this email because you are opted in for marketing communications within your carsales network membership account. If you no longer wish to receive this type of communication you can [unsubscribe](#)

Hi John

Thanks for choosing to sell your car with us!
Your credit card payment has been received.
Your Ford Loyalty discount offer has been applied.
Your upgraded ad will be activated shortly.
A Redbook Vehicle Inspector will be in touch within 24 hours to arrange an inspection time.

TAX INVOICE (Not valid until funds cleared)

carsales.com Ltd		Advert ID SSE-AD-2022959
ABN: 91 074 444 018		Invoice ID SSE-INV-123456
Locked Bag 9001, Richmond, VIC 3121		Date 16 Oct 2015
Description	Amount	
Standard Car Advert	\$65	
Carfacts	\$5	
RedBook Inspect	\$250	
	Total (incl GST) \$320	

We're here to help

Find useful information to prepare your car for sale or get in touch by visiting our [Help Centre](#) 24 hours, 7 days a week.

[HELP CENTRE](#)

Happy selling!
The carsales team

[Contact Us](#) [Privacy Policy](#)

This email was sent by carsales.com Ltd (ABN 91 074 444 018), Level 4, 449 Punt Road, Richmond VIC 3121. You are receiving this email because you have purchased an ad on carsales.

Notice: This email and attachments (if any) is for the exclusive use of the addressee and may contain information that is privileged and confidential. Any unauthorised use of the contents of this email, please notify me immediately by email and then immediately destroy any electronic or paper copy of this email and/or attachments. Carsales.com Ltd and its related companies do not accept responsibility for the views expressed in the email or for the consequences of any computer viruses that may be transmitted with this email. This email is subject to copyright. No part of it should be reproduced, adapted or transmitted without the written consent of the copyright owner.

OWNERSHIP DATA

HTML5 AD SPECIFICATIONS

Overview

The combination of HTML5, CSS3, JavaScript & SVG enables rich animation and features similar or identical to Flash technology, hence you may refer to the relevant ad product specifications for details regarding rules, expected behaviour and deliverables in respect to user experience and hardware load (CPU performance considerations, file sizes).

Hosting Options

- Rich Media HTML5 ads must be third party served via DoubleClick or Sizmek.
Rich Media creative for In-App requires MRAID.JS. Separate ad tags will be required.
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.
- Looping: allowed.
- Frame rate: 24 fps
- 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 [here](#).

HTML5 Browser Support

Mediamotive strongly recommend that tags serving HTML5 creative render its Back Up Image on Internet Explorer 9 and earlier, as these browsers do not support all available features of HTML5. This is in line with best practice as stipulated by our major ad serving partners.

Timeline

- Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking terms & conditions apply.
- For more information please contact: adops@mediamotive.com.au

HTML5 Standard Banner Specifications

Device	Banner Dimensions (w x h) px	Back Up Image	Banner Load
Desktop	300x250, 300x600, 728x90, 120x600, 450x90, 300x100 300x150		
Mobile & Smartphone	300x50, 300x100, 300x250		
Tablet	300x250, 680x75, 680x610		

*uncompressed folder size of all assets.

Video Specs

Video file type: MP4 / MOV / AVI
 Video dimensions: 16:9 or 4:3
 Video frame rate: min 24 fps, max 30 fps
 Video duration: 15 or 30 seconds (recommended), up to 60 seconds maximum.

- Video must be hosted by Doubleclick or Sizmek. Videos hosted on YouTube or other external sources are not accepted.
- Video can auto play with the sound muted.
- No looping on video allowed. Video replay button is permitted to appear at end of video play.
- Video player must have play, pause and mute/unmute controls. Full screen control is not permitted.
- Video must end with a call to action (not a blank screen).

LOYALTY PROMOTION

Guidelines:

- The image must contain a single vehicle in natural environments (e.g. landscapes), naturally lit and without high contrasts, shadows or reflections to complicate the carsales logo and title area.
- At least half the image should contain negative space, to create balance with the interface elements.
- No retail messaging, text or logos can appear in this section.
- Carsales logo and Headline copy is set for introducing the email offer in the Initial Email + Thank you Email Header image. No changes are permitted.
- These images are not clickable.

MediaMotive will host the placements. Please provide the following assets:

Placement	Specifications	Requirements
Initial Email + Thank you Email: Header Position		
Maximum 1 image	600x200 px 100 KB JPEG	<ul style="list-style-type: none"> • 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. • A dark overlay will be required to be added to the image to allow the text to be more visible.
Initial Email : Footer Position		
Maximum 1 image	600x200 px 100 KB JPEG	<ul style="list-style-type: none"> • Only Brand messaging is permitted. • No dark overlay is required. • No call to action elements are permitted.