

BRANDED CONTENT CARD SPECIFICATIONS

Product Specifications & Rules:

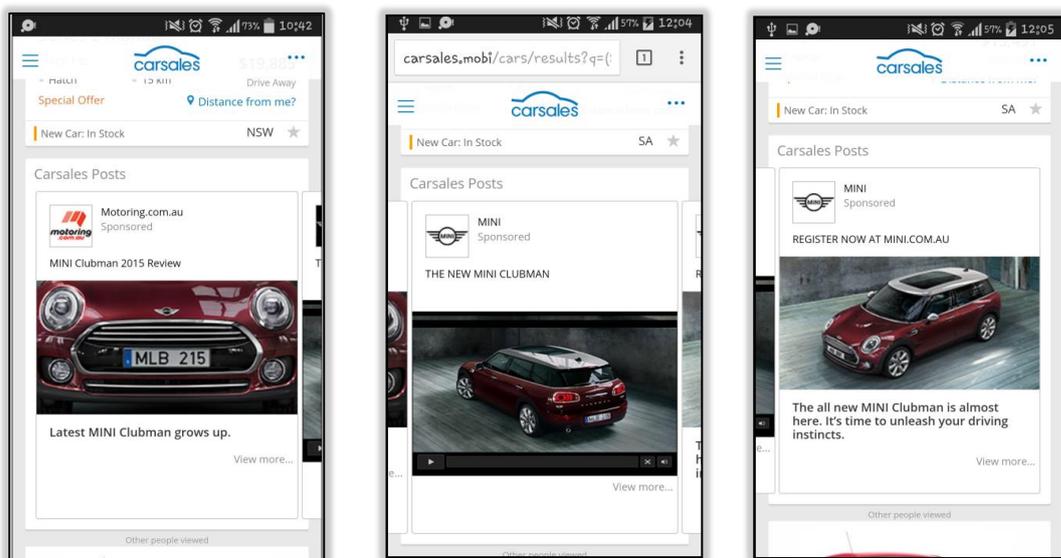
MediaMotive will build and host the Content Card native placement.

In cases where the Content Cards lead to carsales editorial, MediaMotive can provide all creative if required.

For Content Cards leading to an advertorial page* the client will need to supply the following creative assets:
 (* advertorial can be either built by carsales or external on the advertiser's site)

| Ad Elements | Specifications | Requirements |
|---------------------------|--|--|
| Logo Image | <ul style="list-style-type: none"> • Static JPEG or PNG • High res | Logo must be white or transparent background |
| Product or Vehicle Images | <ul style="list-style-type: none"> • Desktop: 250x150 px • Mobile: 255x132 px • Static JPEG or PNG • High res | Please supply a minimum of 3 x images |
| URLs | <ul style="list-style-type: none"> • URL link to the Carsales Advertorial or Editorial article page(s) – provided by MediaMotive. • URL link to the advertiser's site. | |

MINI example



Product Rules:

Minimum buy per campaign is 3 cards / maximum 5 cards.

The order of these cards will be flexible, however **at least 1 of the internal Content Cards MUST be placed in either the 1st, 2nd or 3rd position.**

Please see below for some (but not limited to) examples of variations that we can run:

Option 1

Card 1 = **Can feature OEM offer(s) ie. Servicing, CPO, Special Offers, direct to listing or can direct offsite**

Card 2 = **Must drive to content (editorial, sponsored content, video and or etc.)**

Card 3 = **Can feature OEM offer(s) ie. Servicing, CPO, Special Offers, direct to listing or can direct offsite**

Card 4 = **Must drive to content (editorial, sponsored content, video and or etc.)**

Card 5 = **Can feature OEM offer(s) ie. Servicing, CPO, Special Offers, direct to listing or can direct offsite**

Option 2

Card 1 = **Can feature OEM offer(s)**

Card 2 = **Can feature OEM offer(s)**

Card 3 = **Must drive to content**

Card 4 = **Can feature OEM offer(s)**

Card 5 = **Must drive to content**

Option 3

Card 1 = **Must drive to content**

Card 2 = **Can feature OEM offer(s)**

Card 3 = **Can feature OEM offer(s)**

Card 4 = **Can feature OEM offer(s)**

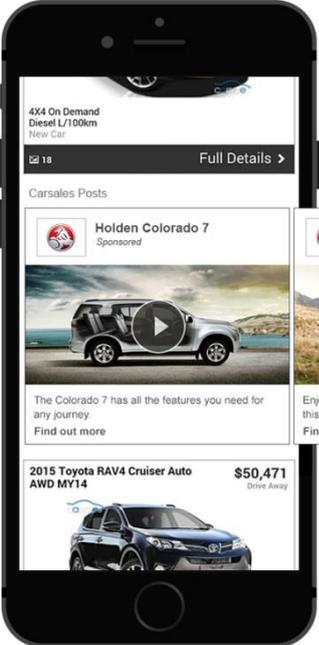
Card 5 = **Must drive to content**

- **Maximum 3 Content Cards can direct off network to content or promotional site.** This will require Product Team & Editor in Chief approval. Call to action on sponsored site offering should say be clearly marked to the user they are leaving the Carsales Content. Ie. Register Now at Mini.com.au
- **At least 2 of the Content Cards must drive to internal content** (editorial, sponsored content, video and or etc.)
- For OEMs with 100% New Car Keyword protection purchased, competitor exclusions are offered and valid. Competitor conquering is available providing the OEM in question has NOT protected their keywords through Brand Terms. **The product team must be notified for any conquering.**

Ford example:

| | | |
|--|---|---|
|  <p>Motoring.com.au Sponsored</p>  <p>Ford Ranger's advanced technology helps you keep pace with any job, anywhere. Find out more</p> |  <p>Ford Technology Sponsored</p>  <p>Need tech help? You've come to the right place. Find out more</p> |  <p>Ford Servicing Sponsored</p>  <p>Convenience. Reliability. And no nasty surprises. They're what service should be. Find out more</p> |
|--|---|---|

Holden example:



| | | |
|--|--|---|
|  <p>Holden Colorado 7 Sponsored</p>  <p>The Colorado 7 has all the features you need for any journey. Find out more</p> |  <p>Holden Colorado 7 Sponsored</p>  <p>Enjoy an SUV that's as tough as its surroundings in this serious 4x4. Find out more</p> |  <p>Motoring.com.au Sponsored</p>  <p>With its bold design, high stance and clean lines, the Colorado 7 demands attention on road and off. Find out more</p> |
| <p>2015 Toyota RAV4 Cruiser Auto AWD MY14 \$50,471 <small>Street Away</small></p>  | | |

Hosting:

- Placement is built and hosted by MediaMotive.
- On Mobi & Desktop, third party tracking can be implemented to track impressions and clicks.
- On APP, third party tracking isn't available. Clicks and impressions are tracked via Web Trends.

Timeline:

Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and approval. For more information, please contact the MediaMotive Product Team: product@mediamotive.com.au