

Boatsales/BoatPoint Insurance Sponsorship Page

Page dimensions: **960x1000**
 Format: Html
 Page file size: 30kb
 Images: Jpeg or GIF
 Click command: Embedded in Html
 Impression tracking: Embedded in Html

Urls must be embedded into the Html file, all creative must total 30kb in file size.

Images must appear 'un-pixelated', message must be clear and all writing legal with clearly defined edges. (no blurred or hazy images) **STATIC IMAGES ONLY** (Sold only to Finance Companies)

Disclaimer or T & C's must be provided with content.
 Insurance Sponsorship purchased as package, with Integrated Page and all other accompanying ad units.

The screenshot shows the BoatPoint.com.au website. At the top, there is a navigation menu with categories: Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, and Shopping & Auctions. A prominent green banner features the Nissan logo and a financing offer: "4.9% Plus" (p.a. comparison rate) with benefits: Free Rego, Free Stamp Duty, and Free CTP. Below this is a navigation bar with links: Home, Boats for Sale, New Boat Showroom, Boat Accessories, News & Reviews, Boat Dealers, Sell Your Boat, Boat Research, and Help.

The main content area is split into two columns. The left column lists four insurance options, each with a "Get an estimate" button:

- Complete Care Motor Insurance**: The ultimate cover for your car.
- Comprehensive Motor Insurance**: All inclusive insurance cover for your car.
- Third Party Fire & Theft Insurance**: An intermediate level of cover for your car.
- Third Party Property Damage Insurance**: A basic level of insurance cover.

The right column features a large image of a smiling man in a headset holding a sign that says "I COULD SAVE YOU A HEAP!". To the left of the image, the text reads "NEED CAR insurance?". Below the image is the RACV logo. The text below the image states: "Every month, over 70,000 Victorians choose RACV Motor Insurance. And it's no surprise why; we're constantly striving to provide excellent value for money and the very best in service." It then lists benefits of choosing RACV Motor Insurance:

- Years of Membership Benefits** rewards your loyalty by offering discounts on all sorts of RACV products. The longer you're a member, the more you'll save - up to 20%.
- Multi Policy Discount** means when you take out a car insurance policy and any home insurance policy through RACV, you'll receive 10% off both premiums every year. Plus 10% off any additional car, home, motorcycle, boat, caravan or landlord insurance policies.
- Claims Consultants** available 24 hours a day, 7 days a week.
- No-fuss paperless claims.**

At the bottom of the right column is the RACV logo and a disclaimer: "** All discounts are applied to your base amount after any other applicable discounts or government charges are applied. Discounts do not apply to the cost of policy options and pay by the month charges. Multi-Policy Discounts do not apply to commercial insurance and Veteran, Vintage and Classic Motor Insurance policies. Years of Membership Benefits does not apply to commercial insurance. † On existing policies, discounts apply from the date of your next renewal. RACV Insurance is issued by Insurance Manufacturers of Australia Pty Limited ABN 93 004 208 084 AFS License No. 227678. Please consider the Product Disclosure Statement before buying. For a copy call 13 RACV [13 7228]. Conditions apply."

Finance Sponsorship

Advertising banner:

Site served specs:

Banner Dimensions: 728x90
 Format: SWF/GIF
 Image file size: 20kb
 SFW file size: 40kb
 Click command: To be supplied separately

Third party served specs:

Image file size: 20kb
 SFW file size: 30kb
 Initial load/preload banner: In cases where polite download is used, initial load/preload banner **MUST** not be left blank (to at least contain a form of branding i.e. a logo)

Implementation:

1 pixel border: If creative supplied is on a white or light coloured background must have 1 pixel boarder

Click tag: All Flash files must be clickTag enabled with below code

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

Initial download: 40kb
 Polite download: 80kb
 Back up GIF's: Back up GIF's must appear un-pixelated and all writing eligible with clearly defined edges

Notes: Finance Sponsorship purchased as package, with Integrated Page and all other accompanying ad units.

Animated specs:

Video duration: 30 seconds
 Frame rate: 24 frames per second is standard
 Looping: Can loop
 Creative must clearly display a **close, stop, play, pause, volume and rewind buttons.**

Creative timeframe: All creative materials must be supplied 5 working days before campaign launch to ensure technical compatibility and approval

The screenshot shows the BoatPoint.com.au website. At the top, there's a navigation menu with categories like Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, Shopping & Auctions, and CarSalesNetwork. Below the navigation is a prominent green banner for Nissan 4.9% Plus financing, highlighting benefits like Free Rego, Free Stamp Duty, and Free CTP. The main content area features RACV Motor Insurance information, including a list of insurance levels (Complete Care, Comprehensive, Third Party Fire & Theft, and Third Party Property Damage) with 'Get an estimate' buttons. A large image shows a smiling RACV representative holding a sign that says 'I COULD SAVE YOU A HEAP!' and 'NEED CAR INSURANCE?'. Below the image, there's text explaining the benefits of RACV Motor Insurance, such as membership discounts and multi-policy discounts. The RACV logo is prominently displayed at the bottom of the insurance section.