



# High Impact Homepage

Desktop & Mobile Specifications

Overview

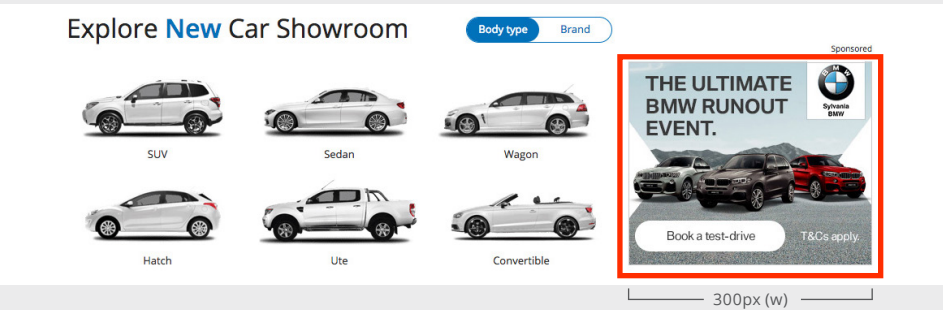
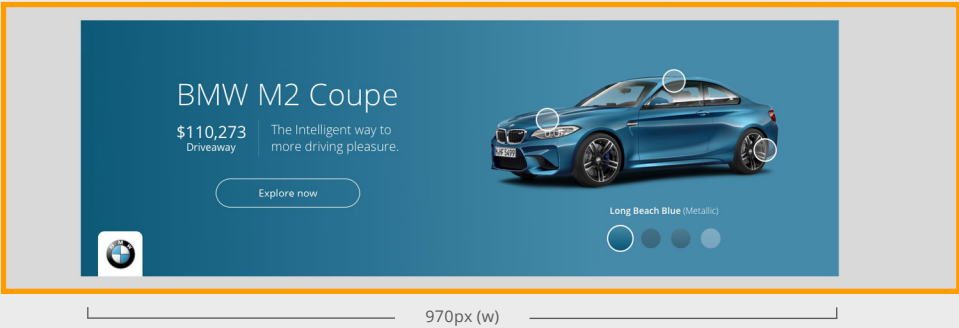
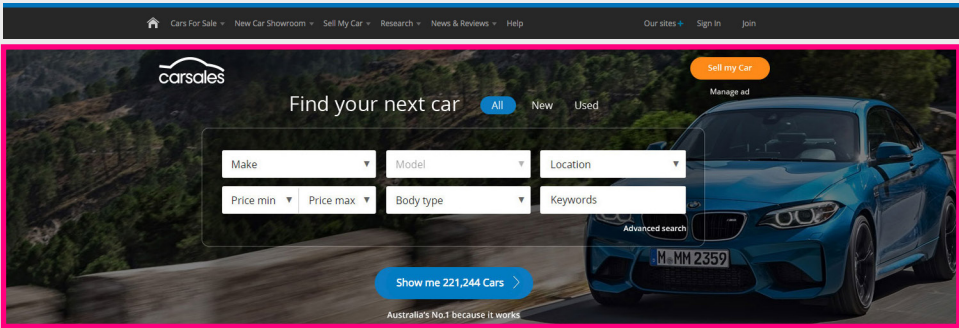
The carsales homepage and first-impact product has been the gateway to the largest new car marketplace in Australia for years, reaching over 450,000 UBs each day.

This top-of-the-funnel product provides maximum reach and high impact for brand executions, retail campaigns or model support by taking ownership of the homepages and first 3 impacts across the carsales automotive network – carsales, Redbook and Motoring.

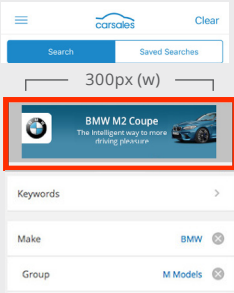
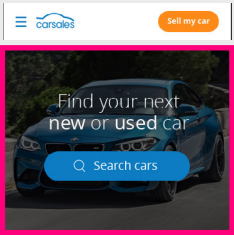
In the new design, the high impact experience includes a large hero image of the sponsor’s model, billboard banner ad for desktop and standard IAB ad units (all devices).

High Impact homepage placements

DESKTOP



MOBILE



1  
Hero Images

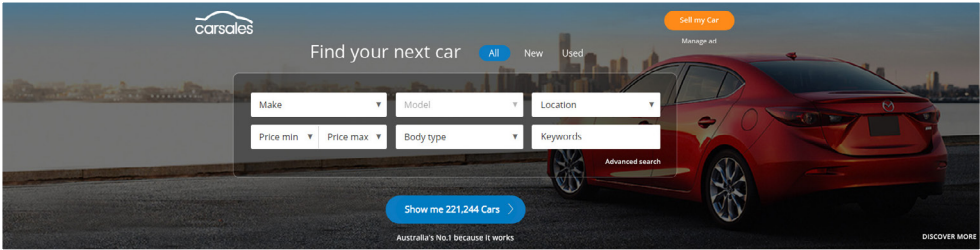
2  
Homepage Banners

3  
Standard Banners

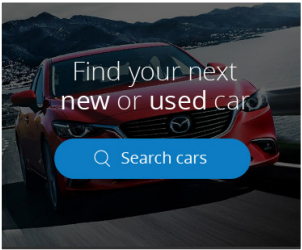
The ‘Hero Image’ offers advertisers an integrated, native platform delivering an immersive experience for consumers, driving brand and model consideration in the most viewable position on the network.

MediaMotive will build and host the native ‘Hero Image’ placement and can supply an image from our creative library if required. A dark overlay is also applied to the hero image, allowing the search area and text to be more visible.

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 search 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 of the sponsorship.



**Desktop**  
Size: 1920px (width) x 510px (Height)  
Format PSD, JPEG or PNG (max quality)



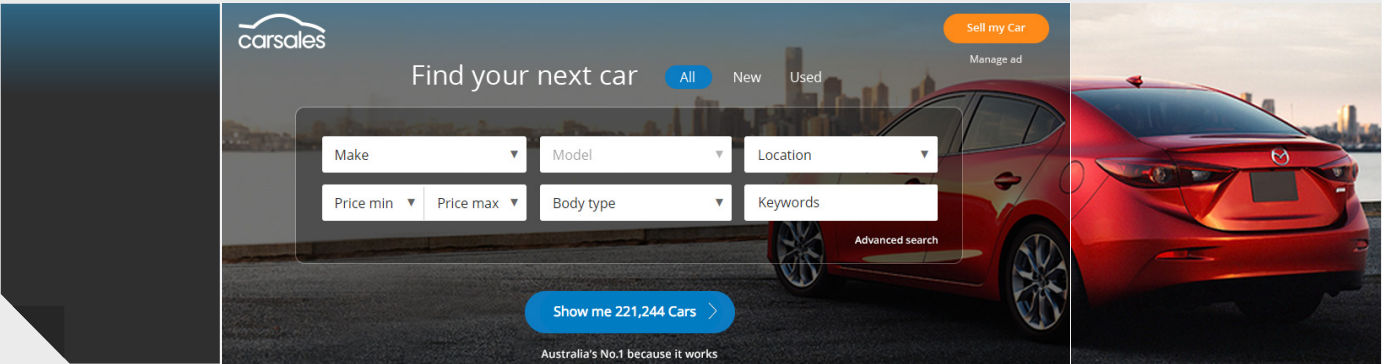
**Mobile**  
Size: 1125px (width) x1125px (Height)  
Format PSD, JPEG or PNG (max quality)

## Dark Overlay

A dark overlay will be applied to the hero image, this allows the search area and text to be more visible. A gradient blue is applied across the top for the carsales logo. For images with a blue sky, the gradient is not required.

## Clear Space

The homepage interface elements need to appear clearly with the hero image. When selecting an image, it is important to consider the “clear space” around these elements for legibility.



Dark overlay applied to original image

Hero Image examples for desktop



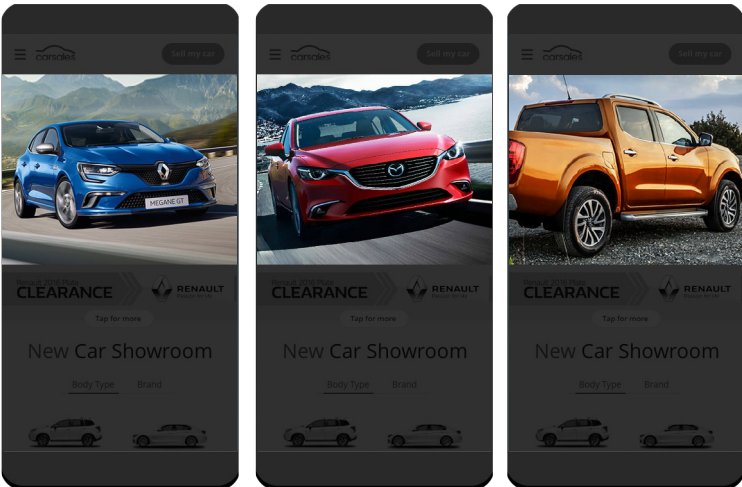
Hero Image Guidelines

- The image showcases a scene with a vehicle (max 2) (no retail messaging, text or logos in image)
- Cars in natural environments (e.g. landscapes), naturally lit and without high contrast, shadows or reflections to compliment the search area.
- Vehicles should be positioned either 3/4 front, 3/4 rear or a side angle.
- 1/2 the image will contain negative space to create balance and compliment the search area.
- A dark blue/grey overlay is applied over the image for the interface to be legible.
- A separate image for desktop and mobile can be used for best layout format (red Mazda example).

Hero Image Text-link Specifications

A text-link will appear in the bottom right corner of the image and will link to a carsales model page, brand page or new car search results. carsales will determine the font and colour of the type face.

Hero Image examples for mobile



Please provide vehicle promo text as below...

Line 1: [Year] [Make] [Model] [Body type]  
Line 2: (CTA): EXPLORE THE [Make] [Model]  
Third-party tracking for impressions and clicks is available.

Dimensions

Desktop size: 1920px width x 510px height  
Mobile size: 1125px width x 1125 height  
File format: JPEG Max 300kb

PLACEMENT	DEVICE	DIMENSIONS (WXH)	FORMAT	IMAGE SIZE	EXPANDED PANEL DIMENSIONS (WXH)	INITIAL BANNER LOAD	POLITE LOAD	USER INITIATED VIDEO	THIRD PARTY TRACKING
<b>Hero Image</b>	Desktop	1920x510px	JPEG or PNG	300kb	N/A	N/A	N/A	N/A	Site hosted, please supply impression tracking only.
	Mobile & App	1125x1125px							
<b>Hero Image Text Link 1 (External) View [Manufacturer] Website</b>  <b>Hero Image Text Link 2 (Carsales Internal) Explore [Make] [Model]</b>	Desktop	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Site hosted, please supply click tracking  Site hosted, CS will confirm URL so click tracking can be supplied
	Desktop, Mobile & App								
<b>Billboard</b>	Desktop	970x250px	HTML5, JPEG or PNG	80kb Default Image	N/A  300x534 (optional)	100kb	1MB Video (optional) can auto play without sound, 15 secs max	3MB Additional file for user initiated video, 60 secs max	Third party served
	Mobile & App	300x100							
<b>Standard Banners*</b>	Desktop, Mobile & App	728x90px 300x250px 300x100px 680x75px	HTML5, JPEG or PNG	80kb Default Image	N/A	100kb	1MB	N/A	Third party served

\*Creative will run against First Impact + Homepage placements on Carsales & Redbook

## Homepage & Standard banner requirements

- Animation length: 30 seconds max, Frame rate: 24 fps, Looping: allowed.
- Creative with a white or light coloured background must include a 1px 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.
- Creative must include click tags for publisher tracking.

## Video Specifications

### *Polite Load*

File Size: 1MB

Length: 15 seconds (Autoplay without sound)

Format: MP4

Video Ratio: 3:2, 16:9 or 1:1

Quality: 720p and above

### *User Initiated Video*

File Size: 3MB

Length: Up to 60 seconds (User Initiated)

Format: MP4

Video Ratio: 3:2, 16:9 or 1:1

Quality: 720p and above

## Hosting Options

HTML5 rich media banners must be third party served via DoubleClick, Sizmek or Bonzai.

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.

Third party tags must be SSL compliant (https).

## Timeline

- To ensure technical compatibility and approval, creative timelines must be followed
  - 10 working days for rich media creative
  - 5 working days for standard banners
- All artwork must adhere to the Mediamotive guidelines and code of conduct, and is subject to Mediamotive approval before going live. Mediamotive has the right to refuse the display of any offensive or misleading artwork where applicable.
- For more information please contact [adops@mediamotive.com.au](mailto:adops@mediamotive.com.au)