

AUTO NETWORK CAR OF THE WEEK SPONSORSHIP

Car of the Week is an integrated native ad that sits in various placements across the auto network. This placement is a unique opportunity to showcase a car of the week, whether it's a new car launch, special offer or other type of promotion.

Placements:

- **Mobi & App** carsales homepage
- **Desktop** carsales homepage, new car showroom navigation menu, editorial homepage

Specs:

- **Logo:** 37x37 PNG on a transparent background
- **Car Image:** 300x200 JPEG or static GIF on a white or transparent background
- **Car Name:** 20 characters including spaces
- **URL:** The placement must click through to a BNCA Details Page (which can have a special offer against it)

Requirements:

- Placement is sold on a weekly sponsorship basis.
- Only one version of creative to run for the full week. Creative cannot be rotated within the week.

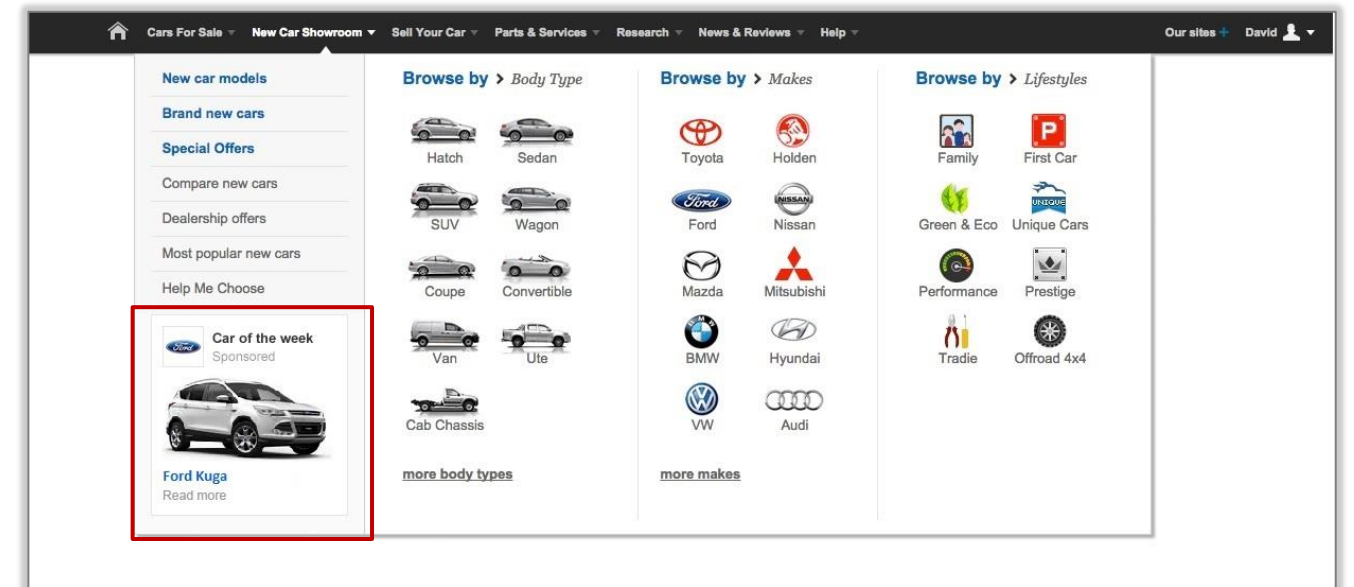
Tracking:

- Placement is hosted by MediaMotive and tracking is across the campaign, not individual placements.
- Third party tracking can be implemented – please supply 1 click tracker and 1 impression tracker for the network.

Timeline:

- Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and approval.

For more information please contact your Account Manager or email: product@mediamotive.com.au



CARSALES MOBI

CARSALES HOMEPAGE

CARSALES EDITORIAL HOMEPAGE