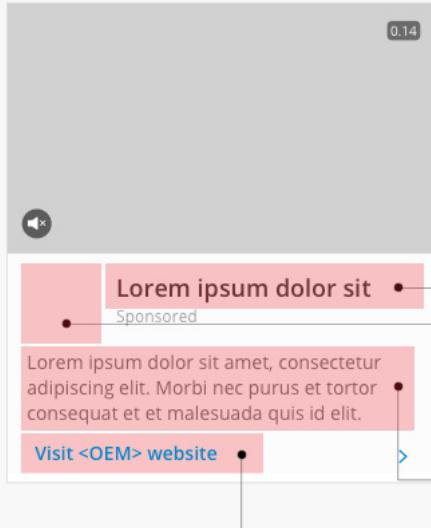


# Native Video Specifications



Designed to specifically engage carsales' mobile users, this product enables marketers to deliver brand and retail messaging within premium context at scale, and offers a compelling new avenue to amplify your digital content or TVC.

In order to build the creative, please supply:



## Video Asset:

File Size: max 3MB  
Length: 15 seconds  
Format: MP4  
Video Ratio: 3:2 (preferred), 16:9 or 1:1 (letterboxed)  
Pixel width: min 768px, max 1920px  
Quality: 720p and above (1080p preferred)

## Custom Thumbnail:

Aspect Ratio: 3:2  
Image Dimensions: 750 x 500px (JPEG or PNG)

**Title**  
max 1 line, max chars - 24

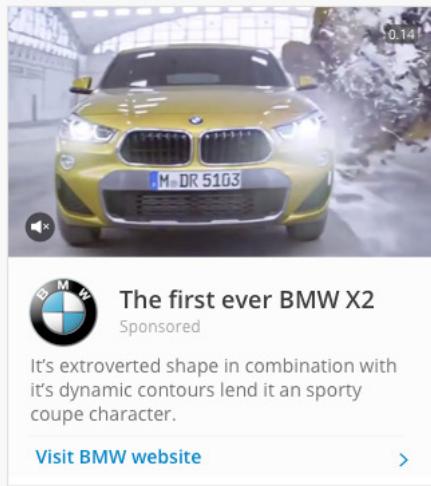


**Logo**  
180x180 px

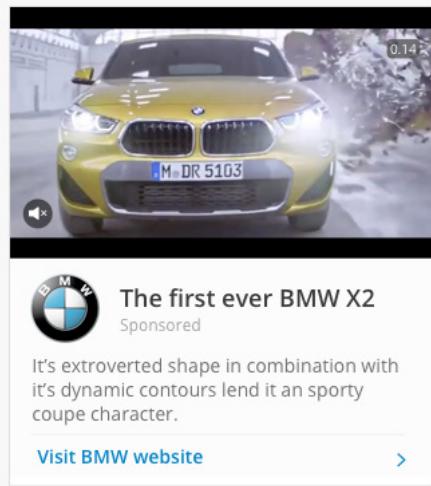
**Subtitle**  
max 3 lines, max chars - 122

**External Link**  
URL link to advertiser's website

## Full frame 3:2 (preferred)



## Letterboxed (16:9, 1:1)



## Third Party Tracking (Optional)

- Third-party tracking is available for impressions and clicks only.
- Carsales will provide reporting on impressions, clicks, viewability, video start, video complete and video loop.

## 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](mailto:adops@mediamotive.com.au)