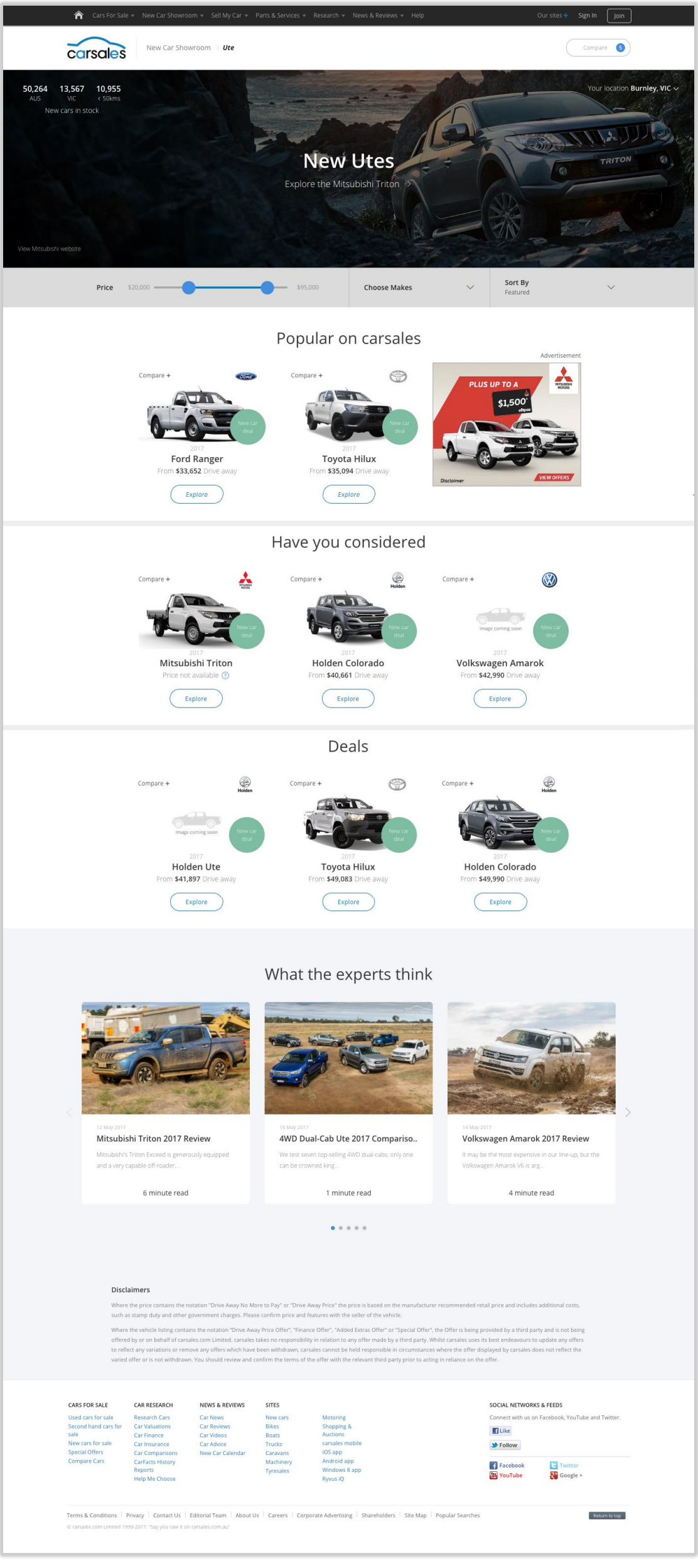
NEW CAR SHOWROOM | CATEGORY LANDING PAGE & SEGMENT IMPACT

The Category Landing Page sponsorship package includes the first three placements within the Hero Carousel, Native Vehicle Listings, Promoted Editorial article and the standard banner placements on all devices.

The sponsorship is supplemented with targeted Segment Impact banner activity within All Car Search Results.



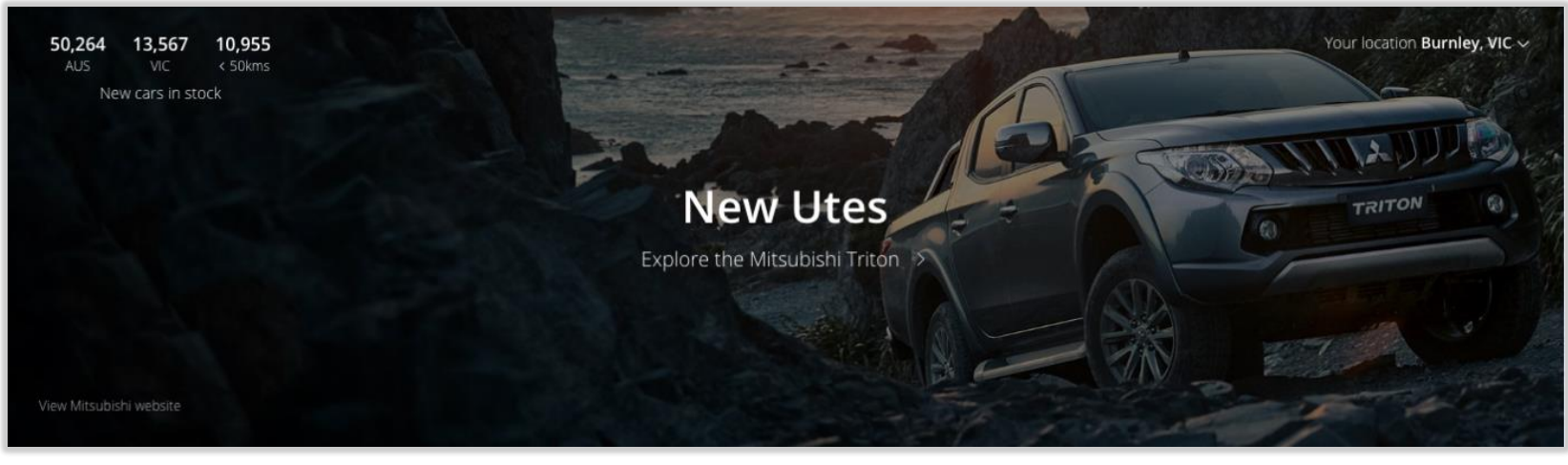
Hero Carousel
Position 1: Video
Position 2 & 3: Image

Medium Rectangle (MREC)
300x250 px

Have You Considered
Native Vehicle Listing

Editorial Article
Promoted carsales editorial article

Hero Carousel Unit



Guidelines

- One model from an OEM range may be featured.
- The copy for the headline and subheading will be defined by carsales and will introduce the New Car category page environment.
- carsales will determine the font and colour of the type face
- Occasionally, carsales will utilise 2 hero positions on each page for internal 'house' drivers. Examples include linking to Comparisons, Deals, Editorial Articles, etc. These will feature in positions 4 + 5 and may or may not have relevance to the featured vehicle.
- When buying a package that includes 2 body types, the hero image must depict the body type that it is running in. For example, Light Commercial includes both ute and cab chassis. In this case a ute and a cab chassis image will need to be sourced from the sponsor.

MediaMotive will build and host the native Hero Carousel placements. Please provide the following assets:

Placement	Specifications	Requirements
Position 1: Video [Desktop only]		
Video	Background Video Length: 5 seconds Background Video Dimensions: 1920x550px File Type: MP4 Max File Size: 3MB Pop-up Video Length: Any Pop-up Video Dimensions: 1920px x 1080px Includes 'View Full Video' Link File Type: MP4 Max File Size: 10MB	• For expediency, MediaMotive will build and host the Hero Video Unit. Please note that video may be resized by MediaMotive to ensure it is within the Hero Unit dimensions. • carsales is able to modify/convert some file types if required • TVC will play for 5 seconds, before moving to the second unit. • Background video cannot feature retail messaging (e.g. EOFY Clearance). • Overlay text is set for introducing the New Car environment (advertising text is not allowed). • Full TVC video may be launched through 'Watch Full Video' link inside hero unit. • A dark overlay will be positioned over the video to allow text to be clearly visible. • Vehicle promotion text (bottom of page) will link through to a New Car Showroom model page. • Third-party tracking for impressions and clicks is available
Text Links	Link 1: 'View [Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	• Link 1 will click through to the manufacturer's website • Link 2 will click through to a carsales new car model page • carsales will determine the font and colour of the type face • Third-party tracking for impressions and clicks is available
Position 2 & 3: Hero Images		
Desktop Minimum x 1 image Maximum x 2 images	1920x550 px 300 KB JPEG or PNG	• Images to be of photography only – no use of solid colours or computer manipulated graphical elements please. • No text or logo is allowed in the brand images • Headline and Subline copy is set for introducing the New Car environment in position 1 (please note that no advertising text is allowed). • A dark overlay will be applied to the image to allow the text to be more visible
Mobile & App Minimum x 1 image Maximum x 2 images	1000x1100 px 300 KB JPEG or PNG	
Text Links	Link 1: ' View[Manufacturer] Website' Link 2: 'Explore the [Make][Model]'	• Link 1 will click through to the manufactuer website • Link 2 will click through to a carsales new car model page • carsales will determine the font and colour of the type face • Third-party tracking for impressions and clicks is available

HTML5 Standard Banners

Placement	Banner Dimensions	Back Up Image	Banner Load
Desktop banner x 1	300x250 px	JPEG or GIF 80 KB Max	HTML5 100 KB MAX
Mobile & App banner x 1	300x100 px		
All Car Search Results (Body Type)	728x90 px 300x250px		

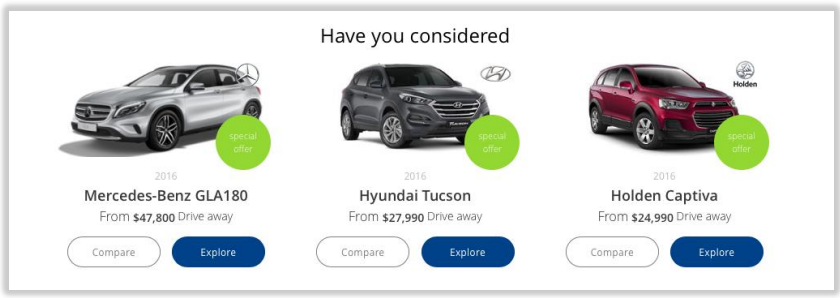
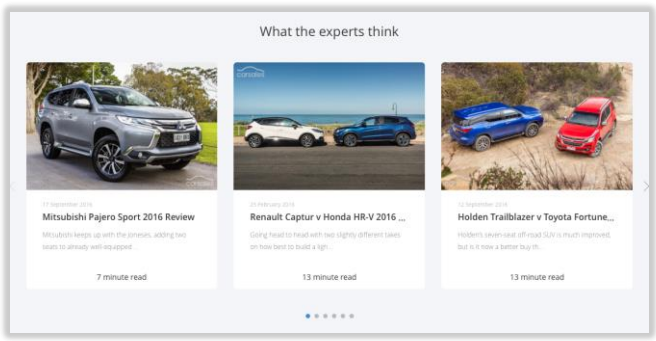
Hosting Options:

- HTML5, Rich Media & Expandable ads must be third party served via DoubleClick or Sizmek.
  All third party tags must be SSL compliant (https).
- 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.

Requirements:

- Animation length: 30 seconds maximum, Frame rate: 24 fps
- Looping: allowed.
- Creative with a white or light coloured background must include a 1 pixel 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.
- Click through URL for Mobi and App should go to a mobile optimised site or dedicated mobile site.
- Creative must include click tags for publisher tracking. Download the build guide here.

Native Consideration Placements

Have You Considered 	• Vehicle to appear in position 1 of the 'Have you Considered' section. • The image and price will be indicative of the base model available according to Redbook. • Vehicle image to be supplied by carsales, unless carsales does not have the image on file. • The links for the vehicle will be managed by carsales. • Advertiser can request a colour of the vehicle, subject to availability
Editorial Article 	• Where available, an editorial article will be featured in the second position of the editorial section of the page • If the article selected is advertorial, a 'sponsored' message will appear on or near the placement • In the unlikely event that no articles exist for the featured vehicle (advertorial or editorial), this position will be forfeited

Timeline

- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.
- For more information please contact product@mediamotive.com.au