



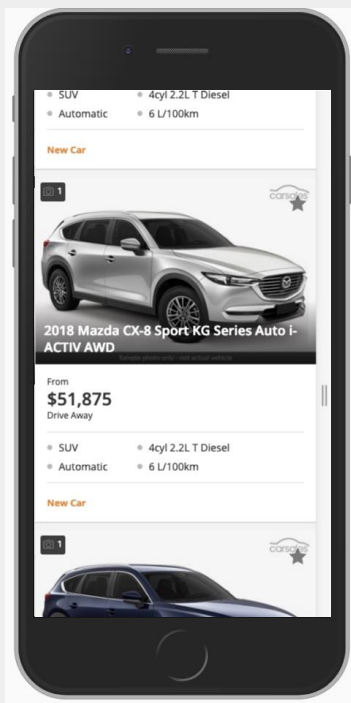
# Guaranteed Consideration

Desktop & Mobile / App Specifications

## Product Overview

Guaranteed Consideration is designed to get your car model on the buyer's consideration list by seeding a manufacturer's generic new car listing amongst search results for new and used competitive models.

It captures the attention of consumers researching vehicles in your VFACTS competitive set, who may not have considered that vehicle previously.



Have you considered?

### 2017 Holden Colorado LS RG Auto 4x4 MY17

Save ☆

Body  
**4 doors 5 seats Ute**

Transmission  
**6 speed Automatic**

Drive type  
**4X4 Dual Range**

Fuel economy  
**8.6 (L/100km)**

See more at  
[holden.com.au](http://holden.com.au)

**\$40,661\***

Drive Away  
\$28,090\* Excl.  
Govt. Charges

View



External Link



Internal Link

## Specifications

- Advertiser to supply the URL to the BNCA details page of the promoted vehicle.
- Placement is hosted by MediaMotive. Reporting will be provided against impressions and clicks as part of the consideration package.
- Third party tracking:
  - **Internal CTA** - Impressions only. Client to provide a 1x1 impression tracking pixel.
  - **External CTA** - Click & Impressions. Client to provide secure trackers.

## Requirements

- Package is sold on a weekly sponsorship at 50% or 100% SOV.
- Sponsored vehicles cannot be set up outside of their VFACTS category.
- Details of required vehicle must be provided to the Adops Team at least 10 working days before campaign launch.
- External link must link to an OEM website: Model Variant or Special Offer Page – [Example](#).
- As price-point and model variant is specified in GC creative, the external click through destination must drive consumers to a landing page that matches the product and price point mentioned on carsales.
- External linking will not be permitted for clients who cannot provide an external link to fully responsive page.
- External link text strictly must represent a simplified URL such as: [holden.com.au](http://holden.com.au). Therefore linked phrases like '[Click Here](#), [Buy Now](#), [Must See](#)' will not be accepted.
- Enquiries received on a GC vehicle will be distributed to the OEM dealer network based on the nearest dealer to the customers postcode (PMA).

## Targeting

Sponsored vehicles must be set up within their VFACTS category.

VFACTS Categories	Prestige VFACTS Categories
Micro	
Light Passenger <\$25k	Light Passenger >\$25k
Small Passenger <\$40k	Small Passenger >\$40k
Medium Passenger <\$60k	Medium Passenger >\$60k
Large Passenger <\$70k	Large Passenger >\$70k
Upper Large Passenger	
People Movers	
Sports <\$80k	Sports >\$80k Sports >\$200k
Small SUV <\$40k	Small SUV >\$40k
Medium SUV <\$60k	Medium SUV >\$60k
Large SUV <\$70k	Large SUV >\$70k
Upper Large SUV	
Vans	
Light Commercial	
Heavy Commercial	

## Timeline

- Creative material is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.