



# Content Amp

Product Placement Guidelines

# Content Cards

Engaging Content is a powerful way to get your car into the consumer's consideration set.

Content Amp increases the longevity of your content and ensures it is highly visible and readily available to consumers whenever they enter the car buying market.

Your content is presented in a native ad-unit. It allows you to tell your story through a clean, simple and beautiful creative canvas.

Content Amp can be promoted to Intender Reach or carsales Communities. Communities combines VFACTS targeting by demographics and vehicle preferences. Great for awareness and consideration.

Intender Reach speaks to consumers that are looking to make their car purchase within the next month. Intender Reach are perfect for conversion and retail messaging.

## Content Amp Specification – On-Network

Ad Element	Specifications	Requirements	Devices
Logo Image	100 x 100 px PNG or JPEG 500kb file size	Logo must be on a white or transparent background	Mobile iOS (Tablet and Mobi)
Card Images	627 x 627 px PNG or JPEG 2mb file size	Minimum of 2 Card Images required for ad unit	
Card Text	50 characters (inc spaces)	Required per card	
CTA Text	30 characters (inc spaces)	Required per card	
Headline Text	30 characters (inc spaces)	1 per ad-unit	
Body Text	110 characters (inc spaces)	1 per ad-unit	

## Content Amp Specification – Off-Network

Ad Element	Specifications	Requirements	Devices
Card Image	1200 x 627 px PNG or JPEG 2mb file size	Minimum of 2 Card Images required for ad-unit	Mobile iOS (Tablet and Mobi)

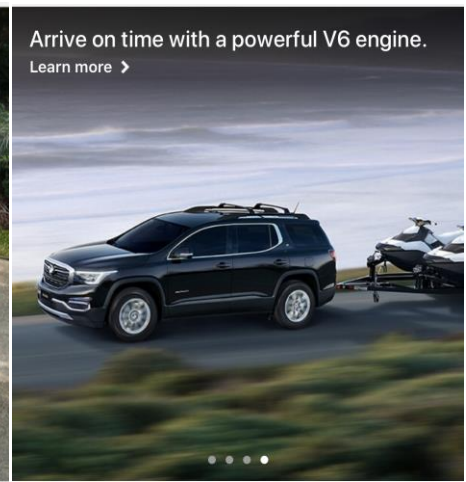
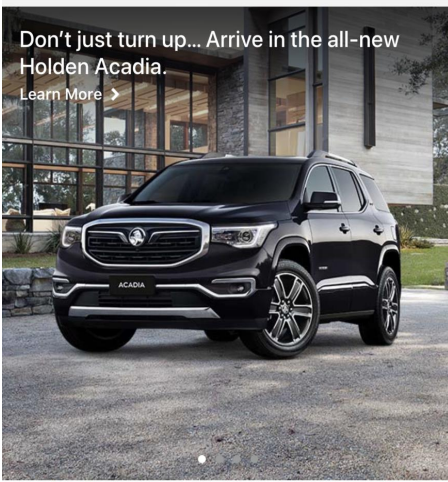
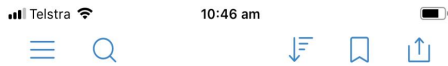
\* The Off-Network Extension is an option extra for Content Amp. Please check with your campaign manager before providing assets. We only need an one additional asset to scale your campaign across Facebook, Instagram and Gemini.

### Third Party Tracking (Optional)

Native Ad Placements are hosted by MediaMotive. Third party tracking can be implemented to track impressions and clicks.

### Timeline

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

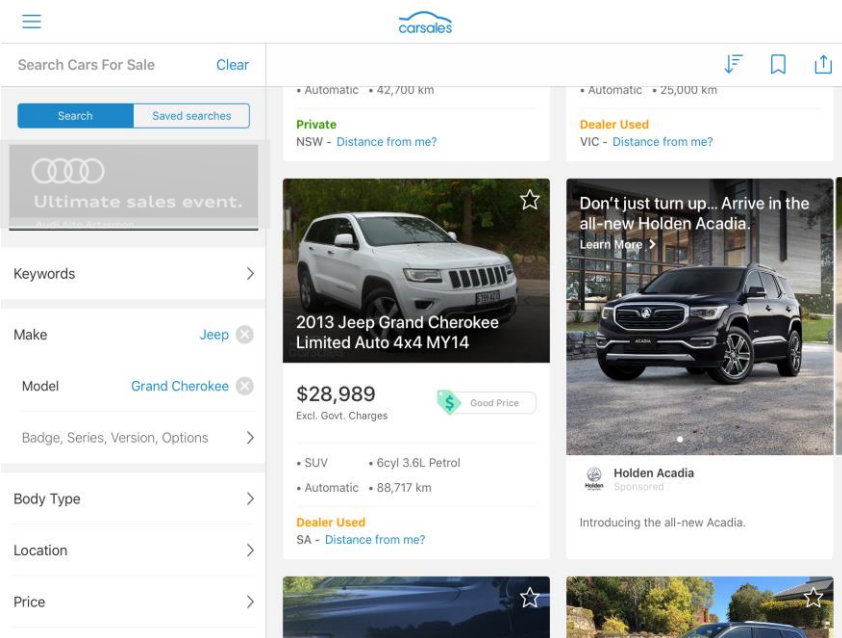


**Holden Acadia**  
Sponsored

Introducing the all-new Acadia.

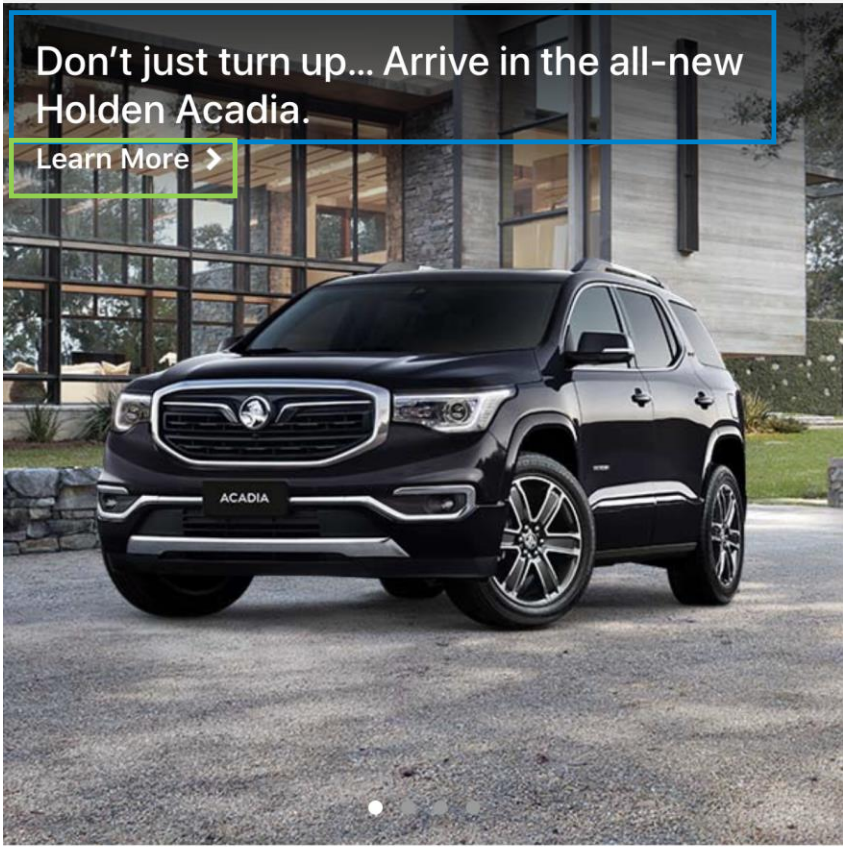


**Example – Mobile view in be situ**



**Example – Tablet view in be situ**

Telstra 10:46 am



Card Text

Don't just turn up... Arrive in the all-new Holden Acadia.

CTA Text

Learn More >

Card Image

Logo Image



Holden Acadia  
Sponsored

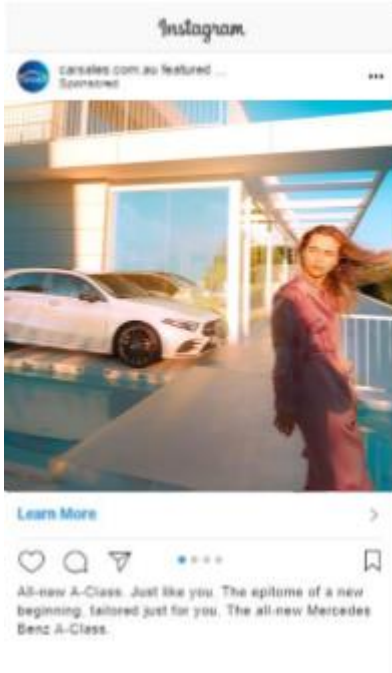
Headline Text

Introducing the all-new Acadia.

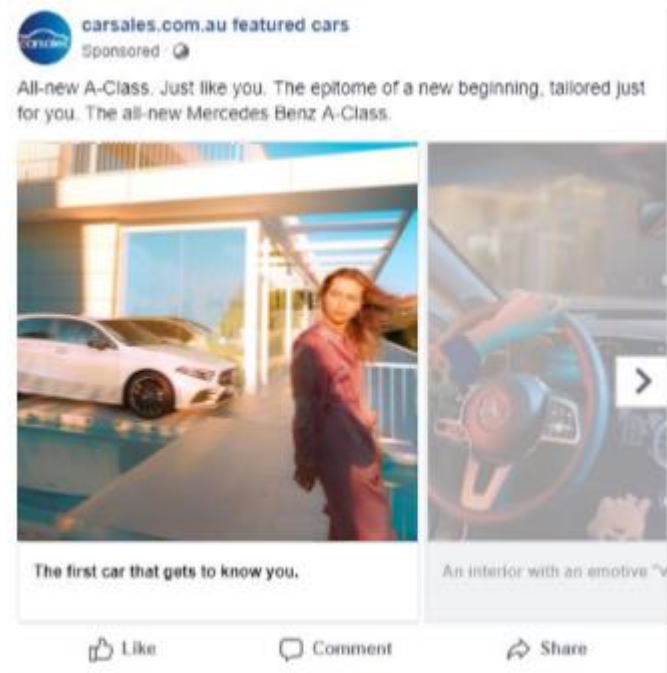
Body Text



Carsales Branded Social:  
Instagram



Carsales Branded Social:  
Facebook



Gemini (Yahoo) Native

