



Car of the Week

Desktop & Mobile / App Specifications

Product Overview

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.

MOBI HOMEPAGE

The mobile homepage features a search bar at the top with a 'Find my car' button. Below is a 'Find your next car' section with a 'Search cars' button. A 'My Feed' section displays a grid of car cards, including a '2023 Ferrari F430 F1 Auto' and a '2024 Nissan Navara ST-X D40 Auto 4x4...'. A 'Become a Member' section offers benefits like saving favorite cars and access to exclusive discounts. A 'Special offers on new cars...' section highlights deals on new cars. A 'New Car Showcase' section displays a grid of car cards by body type (SUV, Sedan, Wagon, Hatch, Lite, Nissan NAVARA). A 'Qantas Car Insurance' section offers a quote. The 'Car of the Week' section, highlighted with a red border, features a red Jeep Compass with the text 'Jeep Compass' and 'Jeep (sponsored)'. A 'Car Research' section at the bottom offers research on car pricing and specifications.

DESKTOP HOMEPAGE

The desktop homepage features a search bar at the top with a 'Find my car' button. Below is a 'Find your next car' section with a 'Search cars' button. A 'New Car Showcase' section displays a grid of car cards by body type (SUV, Sedan, Wagon, Hatch, Lite, Nissan NAVARA). A 'Car Reviews, News & Advice' section features a grid of car cards, including a 'Jeep 80th Anniversary Special Edition released' and a 'New Audi MQB here within months'. A 'Car of the Week' section, highlighted with a red border, features a red Jeep Compass with the text 'Car of the week', 'Jeep Compass', and 'Jeep (sponsored)'. An 'Other carsales offerings' section at the bottom displays a grid of car cards.

EDITORIAL HOMEPAGE

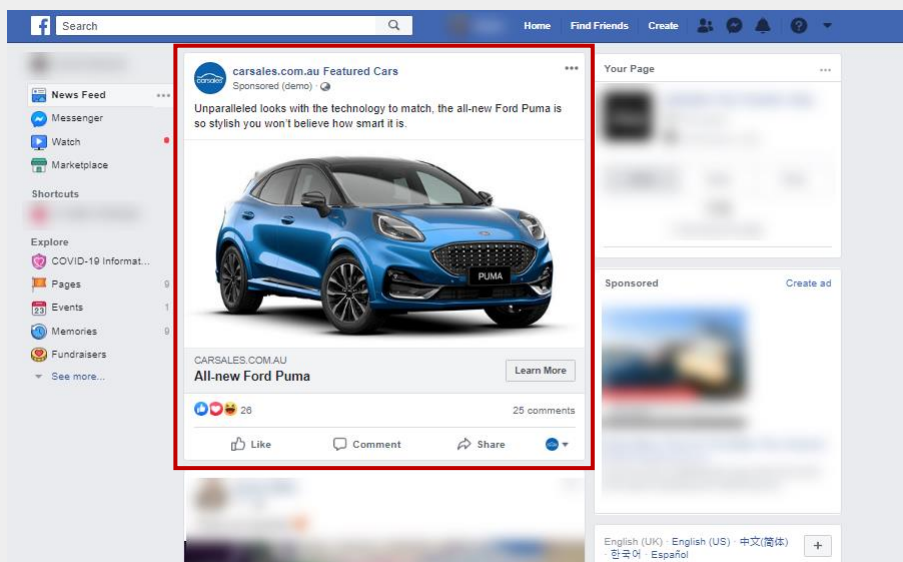
The editorial homepage features a 'Reviews, advice, news & more' section at the top. Below is a 'Editor's Choice' section with a grid of car cards, including a 'Honda e' and a 'Vauxhall Astra'. A 'Car Reviews' section displays a grid of car cards, including a 'Honda e' and a 'Vauxhall Astra'. A 'Car News' section features a grid of car cards, including a 'Honda e' and a 'Vauxhall Astra'. A 'Car Videos' section displays a grid of car cards, including a 'Honda e' and a 'Vauxhall Astra'. A 'Car Advice' section features a grid of car cards, including a 'Honda e' and a 'Vauxhall Astra'. The 'Car of the Week' section, highlighted with a red border, features a red Jeep Compass with the text 'Car of the week', 'Jeep Compass', and 'Jeep (sponsored)'. A 'Car Comparisons' section at the bottom displays a grid of car cards.

Product Overview

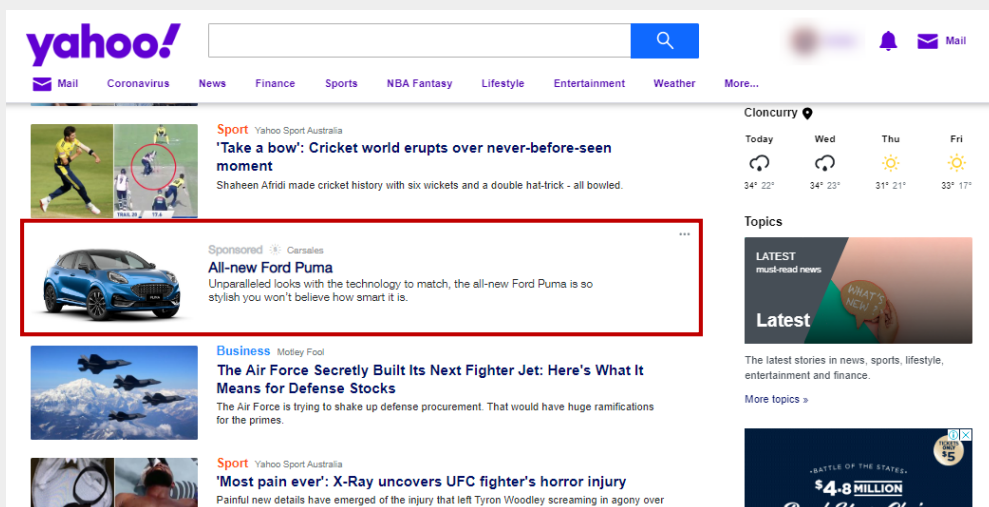
Car of the Week Plus has an optional off-network extension to target users with A360 native placements.

The off-network placement requires some additional specs to be supplied.

CARSALES BRANDED SOCIAL: FACEBOOK



GEMINI (YAHOO) NATIVE



Quality Standards

It is important that we place an emphasis on high quality imagery that is used across this placement as it can make a big impact on the results of the campaign. Please refer to the below guide on image quality standards across carsales.

Image Quality

- Largest resolution possible, minimum of 1200px (w) x 800px (h)
- Should be of front 3/4 driver or front 3/4 passenger angle
- Image needs to be on a pure white or lifestyle image background (no effects)
- Image must be of the whole vehicle with no parts of the vehicle cropped (see below example)



Good Quality ✓



Bad Quality ✗

Placements

On Network

- Desktop – carsales homepage & Editorial homepage
- Mobile & App – carsales homepage

Off Network

- Audience360 targeted Off-Network placement

On Network Specifications

| PLACEMENT | DEVICE | DIMENSIONS (WxH) | FORMAT | IMAGE SIZE | REQUIREMENTS |
|------------|---------------------------|------------------------------------|-------------|------------|--|
| Logo Image | Desktop, App & Mobile Web | 1:1 Ratio | PNG or JPEG | 100kb | Logo must be on a transparent background |
| Car Name | Desktop, App & Mobile Web | N/A | N/A | N/A | 20 characters (inc spaces) |
| Car Image | Desktop, App & Mobile Web | 1200 x 800px or higher (3:2 ratio) | JPEG | 100kb | Image must be on a white or lifestyle background |
| URL | Desktop, App & Mobile Web | N/A | N/A | N/A | Option to click through to matching BNC details page or the New Car Showroom or external URL |

Off Network Specifications (Optional)

| PLACEMENT | DEVICE | DIMENSIONS (WxH) | FORMAT | IMAGE SIZE | REQUIREMENTS |
|----------------|---------------------------|---------------------------------------|--------|------------|--|
| Ad Description | Desktop, App & Mobile Web | N/A | N/A | N/A | 20 - 150 characters (inc spaces) |
| Large Image | Desktop, App & Mobile Web | 1200 x 627px or higher (1.91:1 ratio) | JPEG | 2mb | N/A |
| Basic Image | Desktop, App & Mobile Web | 627 x 627px (1:1 ratio) | JPEG | 2mb | N/A |
| URL | Desktop, App & Mobile Web | N/A | N/A | N/A | Option to click through to matching BNC details page or the New Car Showroom or external URL |

Requirements

- Sold on a weekly basis.
- Only one version of creative to run for the full week. Creative cannot be rotated within the week.
- Off Network Image must be the same as Image supplied for the On-Network placement.

Third Party Tracking (Optional)

- Placement is hosted by MediaMotive and tracking is across the campaign, not individual placements.
- For Facebook tracking, Audience360 currently cannot implement 3rd party tracking delivered on the platform.
- A secure click tracker and impression tracker can be provided.

*** All click-through URL's must be (https) secure in order to ensure that clicks are working correctly on all platforms and devices.**

Timeline

Creative material is due 3 working days before campaign launch to ensure technical compatibility and for approval. Carsales Business advertising booking [terms & conditions](#) apply.