



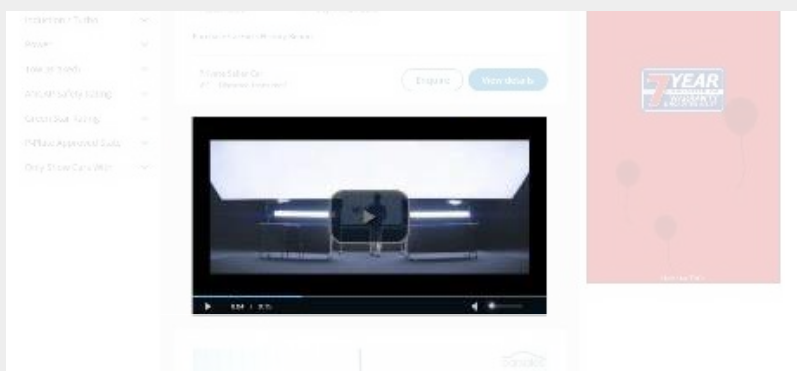
Outstream Video

Desktop Specifications

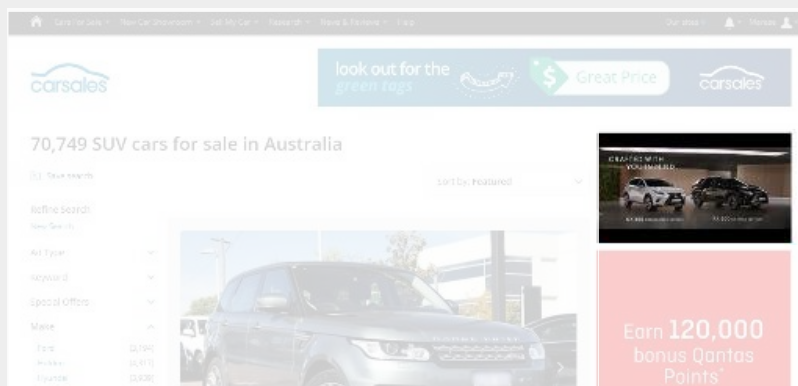
Product Overview

Designed to specifically engage carsales' desktop users, this product enables marketers to deliver brand and retail messaging within a premium context at scale.

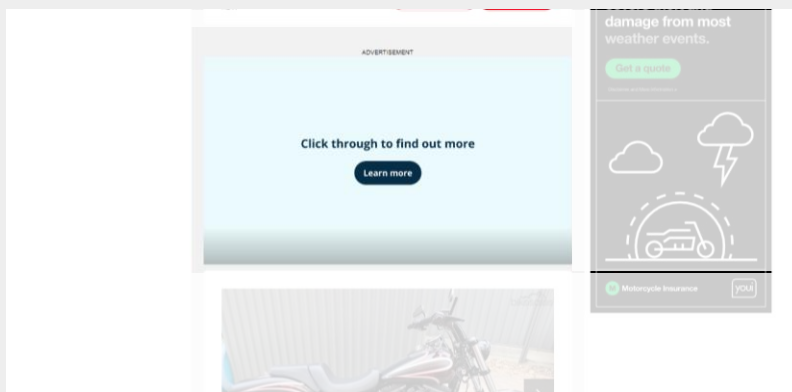
DESKTOP – before scroll



DESKTOP – after scroll



DESKTOP – end frame



Placements

- Desktop – Listings & Editorial Listings pages

AD ELEMENT	DIMENSIONS	ASPECT RATIO	FORMAT	FILE SIZE	DURATION
Video	Min 640x360px Max 1920x1080px	16:9 (other ratios are not supported)	MOV or MP4	5mb Max	6 to 15 seconds
End Frame	Min 640x360px Max 1920x1080px	16:9 (other ratios are not supported)	JPEG or PNG	100kb Max	Site hosted. Please supply click tracking / external click through URL

Requirements

- **Codec:** Standard video codecs accepted. ProRes 4444, HDV 720p60, Go 2 Meeting 3 & 4, ER AAC LD, REDCODE are not supported.
- **Sound:** User initiated on button-click.
- **End Frame:** Client to supply image for end frame as above. Default carsales branded end frame will be used if not supplied.
- Click through URL to be supplied if not Third Party ad-serving
- Video can be hosted by MediaMotive or Third Party served via VAST tag.
- carsales Business reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the Carsales network creative guidelines.

Third Party Tracking (Optional)

- Third party event tracking: impressions, clicks, video starts, 25%, 50%, 75%, 100% completion
 - 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.