



Car of the Week

Desktop & Mobile / App Specifications

AUG 2025

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.

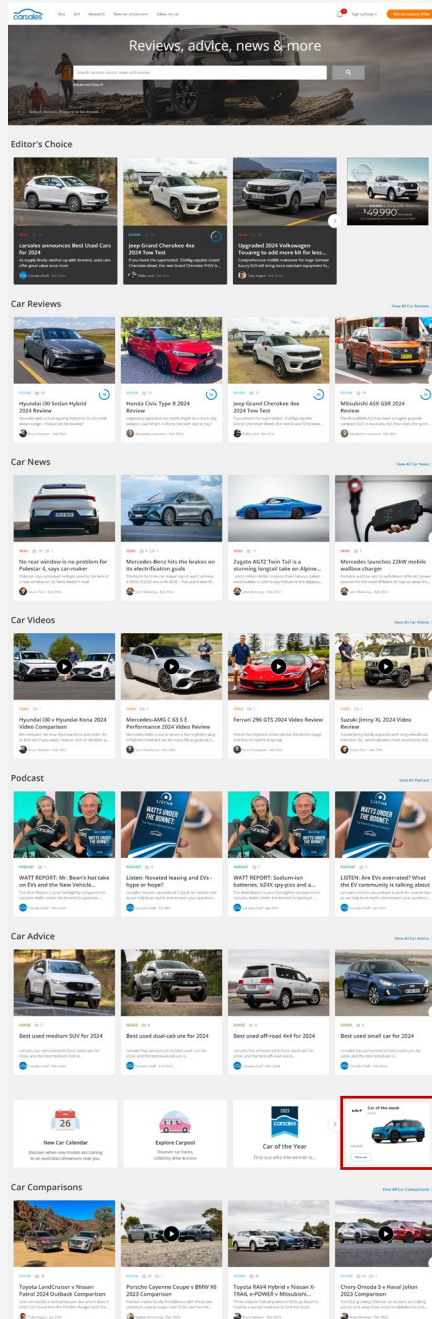
DESKTOP HOMEPAGE

The Desktop Homepage features a navigation bar with links for Home, Sell, Research, New car showcases, Value my car, Sign up/login, and Get an instant offer. Below the navigation bar is a large hero image of two red cars. A search bar is positioned below the hero image, with filters for Make, Model, Price, and Body type. A 'Search by lifestyle' section offers icons for Family, First car, Green, Offroad/4x4, Performance, Storage, Trade, and Unique. A prominent BYD advertisement for the 'Electric Dream' is displayed, featuring a red BYD car and the text '\$2023 CASH ON CASH BYD AUTO 2'. Below the advertisement is a section for 'Your saved searches' with a 'Sign up to save searches' button. A 'Suggested cars for you' section shows three car listings: 2023 MG MG4 Long Range 77 Auto, 2022 Hyundai IONIQ 5 TECHNIQ Auto AWD MY23, and 2023 MG MG4 XPOWER Auto AWD. A 'Sell your car' section offers a 'Value your car with our free online valuation' and a 'List your car or get a free instant offer' button. An 'Instant Offer' section provides details on how the offer is calculated. A 'New car showroom' section displays a grid of car listings: 2022 Nissan X-TRAIL ST-T, 2022 MG HS Plus EV Drive, 2022 Nissan X-TRAIL ST-T, 2023 Ford Escape ST-Line, and 2023 Hyundai IONIQ AWD. An 'Expert car reviews' section features three car reviews: Hyundai i30 Sedan Hybrid 2024 Review, Honda Civic Type R 2024 Review, and Jeep Grand Cherokee 4xe 2024 Tow Test. A 'Car of the week' section is highlighted with a red border, featuring the KIA EV9. A 'Car news' section is located at the bottom.

MOBI HOMEPAGE

The Mobile Homepage features a navigation bar with links for Home, Sell, Research, New car showcases, Value my car, Sign up/login, and Get an instant offer. Below the navigation bar is a large hero image of a car on a road. A search bar is positioned below the hero image, with filters for Make, Model, Price, and Body type. A 'Search by lifestyle' section offers icons for Family, First car, and Green. A 'Suggested cars for you' section shows two car listings: 2023 MG MG4 Long Range 77 Auto and 2022 Hyundai i30 AWD M. An 'Expert car reviews' section features two car reviews: Hyundai i30 Sedan Hybrid 2024 Review and Honda Civic Review. A 'Car of the week' section is highlighted with a red border, featuring the KIA EV9. A 'Car news' section is located at the bottom.

EDITORIAL HOMEPAGE

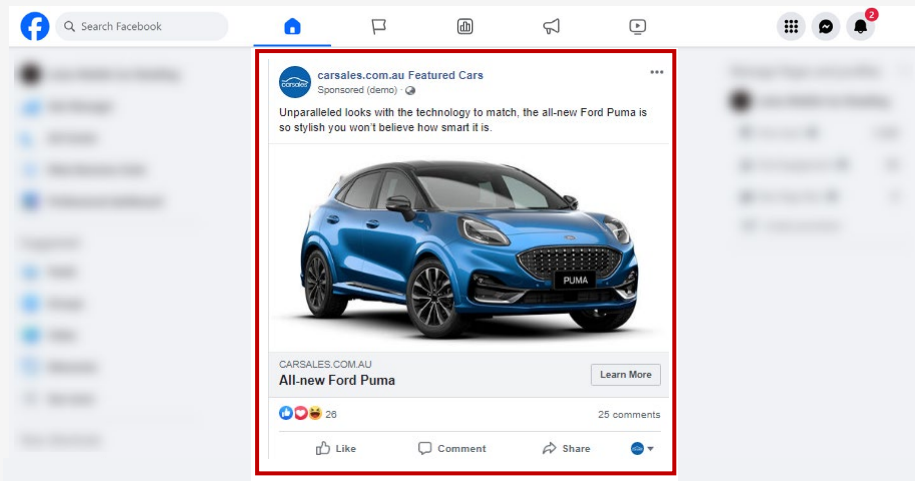


Product Overview

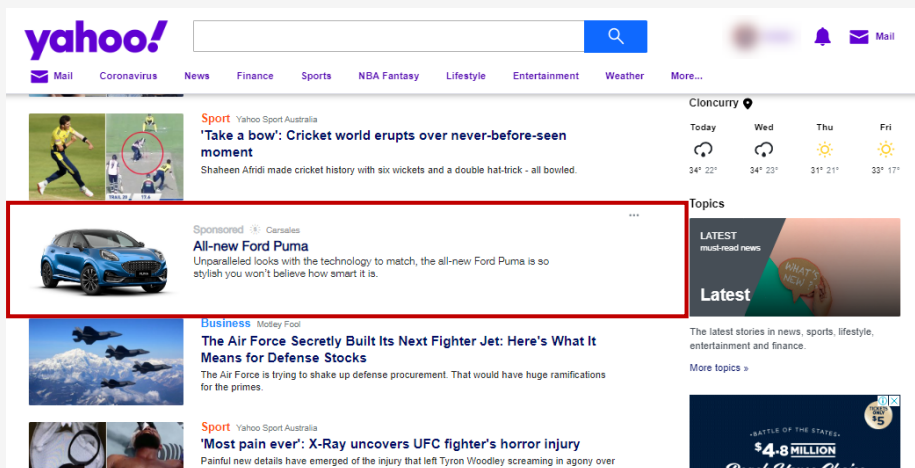
Car of the Week Plus has an optional off-network extension to target users with A360 native placements.

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 transparent 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 transparent 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 (1.91:1ratio)	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.