



Creative Guidelines

carsales Network

AUG 2025

Dealer Locators

- Dealer postcode locators or similar location functionalities are not permitted to be used in creative.
 - This includes but is not limited to any functionality that allows a user to directly enter or provide their postcode, enter their personal details or utilise a dropdown functionality to locate their nearest dealer.
- Tabs within creative that allow a user to request a test drive, brochure or to see any applicable T&C's are permitted as long as a dealer location is never revealed. The option to 'book a test drive' cannot appear on the first frame of the creative. It either needs to be after the first frame or behind a tab.
- This type of creative is also not permitted on any homepages. This capability applies to manufacturers only. Dealer advertisers are not allowed to facilitate test drive bookings through creative.
- All tabs and clickable links must open in a new window. No banner advertisement can open a web based email service or PDF.

Dealer Advertisers

- No Dealer Advertisers are to appear across any details pages, but for the exception of private details pages. They are however, able to appear across all (including Brand New Cars in Stock, Generic, Demo/Near New) results pages.

Click Through Process

- Provisions for clicking through to a manufacturers stock listings page.
 - Only 1 URL can be provided per creative
 - A maximum of 1 URL per week can be updated

In Banner Video

- In banner video files must be third party ad served by Doubleclick or Sizmek. Videos hosted on YouTube or other external sources are not accepted.
- Video can auto play with the sound muted.

Expanding / OTP Creative

- All expanding creative regardless of ad unit size must be user initiated using one of the following methods:
 - **Click/Tap to expand:** expanded panel launches on user click/tap. Ad retracts when the close button is clicked.
 - **Roll over to expand (desktop only):** expansion is triggered on mouse rollover with a 2 second delay. Ad must retract on mouse roll off.
- Expanded panel/OTP creative must clearly display a close button in the top right-hand corner referenced by 'close' or 'X'.

Messaging

Competitor Messaging

- No creative can make reference to competitor publishers, including the use of messaging or logos.
 - Permitted – RACV Car Of The Year 2013
 - Not Permitted – Drive Car of The Year 2013
- Messaging cannot be in direct competition of the Carsales and/or LL&I Network by encouraging Private Sellers to list their vehicle with a Dealership or specifying a make/model needed.
 - Permitted – Visit (insert Dealership) now for great deals on trade-ins
 - Not Permitted – Used Cars Wanted: Looking to sell, trade or upgrade your car?
- Advertisers must also be aware of limitations regarding value representation. The Carsales Network will not allow value representation messaging where Carsales deems the content to discriminate against a vehicle listing, manufacturer or seller type. Please see the below examples of unpermitted messaging.
 - Ad messaging that holds content outlining that the vehicle advertised is a better buy than the vehicle the consumer is viewing (this includes message re: affordability for X dollars more)
 - Implying that the features of another vehicle are of lesser quality
 - Slandering of a particular vehicle, carline or manufacturer including an offer relating to any of the aforementioned
 - Carsales reserves the right to ask an advertiser to amend their creative should Carsales deem the content inappropriate. Carsales is happy to check messaging prior to ad production – please email adops@carsalesmediahouse.com.au with your query.

Auction Messaging

- Auctions advertisers are not permitted to run on any Homepages. They are however, able to appear across all (including New, Demo, Near New) results and details pages.
- Creative messaging can include branding or the promoting of an auction.

Branding

- Branding must be visible in all advertisements. This is to ensure that external campaigns are distinguishable from house placements. At minimum:
 - There must be mention of the brand, logo or model in the artwork
 - Where text inclusion is allowed (e.g. content clips) it is acceptable for the brand/model not to be included in the artwork as long as the brand and/or OEM website are included in the text
 - ALL dealer campaigns must clearly reference the dealership name in their creative. This can either be through a legible logo or via dealer website address e.g. www.heidelbergmitsubishi.com.au
 - All back up GIFs for OEM's must include a brand logo, for dealerships a dealership logo will need to be included

Creative Borders

Creative with a white or light coloured background must include a 1-pixel border.

Creative Specifications

- If the creative does not meet the set specifications, it may be rejected and asked to be revised. This can cause delays in campaign commencement.

Copy Requirements

- All copy must follow carsales' casing rules (e.g. sentence case, proper nouns capitalised). All-uppercase or all-lowercase styling will not be accepted unless explicitly approved for creative reasons.
- Avoid stylised symbols, unnecessary punctuation, or formatting inconsistent with carsales editorial standards.
- Client brand styles may be incorporated only if they do not conflict with carsales' core brand styles.
- Where differences occur (e.g. casing, punctuation, terminology), carsales' style takes precedence for all in-platform placements.
- Exceptions may be granted on a case-by-case basis, subject to approval from carsales product/brand teams.

Creative Delivery

- Creative needs to be delivered to the Ad-Operations team on time. If creative is not received on time, campaign commencement may be delayed.
- IAB Standard Creative due 5 working days before campaign starts for testing.
- Custom Creative & Homepage Executions due 10 working days before campaign starts for testing.

Creative Limits

- Maximum of 1 x creative update per week.
- Maximum of 3 x creative iterations per product/size.

Integrated Sponsorships – Minimum 3 Month Term

- All Integrated Sponsorships (including F&I Sponsorships) across any Carsales Network site attracts a minimum commitment of three months. This commitment must be signed at the point of purchase.

Finance & Insurance Advertisers

- No Finance Advertisers are to appear across any details pages, but for the exception of private details pages. They are however, able to appear across all (including Brand New Cars in Stock, Generic, Demo/Near New) results pages. Insurance advertisers are however permitted to appear across all results and details pages.

Consumer Credit Advertising Requirements

- The lender needs to include their Australian credit license number in advertisements.
- If the lender discloses an interest rate, the rate must be per annum, and they must show a comparison rate which must be calculated in accordance with the National Credit Code and be of equal prominence to the interest rate. A Comparison Rate warning must also be included in accordance with the National Credit Code or for banner advertisements, there should be a link to this warning.
- Where a fee or cost is referred to, it should give a realistic impression of the overall level of fees and costs a consumer is likely to pay.
- The lender should include relevant terms of any finance such as term length, repayment frequency, balloon payment and any other relevant terms and conditions to ensure it is not misleading to the consumer.
- Generally, credit providers include a disclaimer for credit advertising which says the credit advertised is not an offer of finance and that any lending is subject to the lender's finance criteria.
- For more information please contact: adops@carsalesmediahouse.com.au