



Showroom & Editorial Homepage Sponsorship

Desktop & Mobile / App Specifications

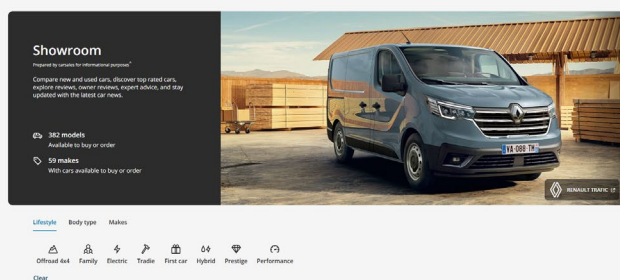
OCT 2025

Overview

The Showroom Homepage sponsorship allows you reach consumers in the discovery phase of their journey and influence their consideration set.

The weekly sponsorship package includes three placements on the page, including the hero image, a native tile and standard banner placements across all devices. You can drive your placements externally to your website, or to your chosen product page on the carsales website. See the inclusions below.

DESKTOP



MOBILE / APP



1

Hero Image

2

Sponsored Native Tile

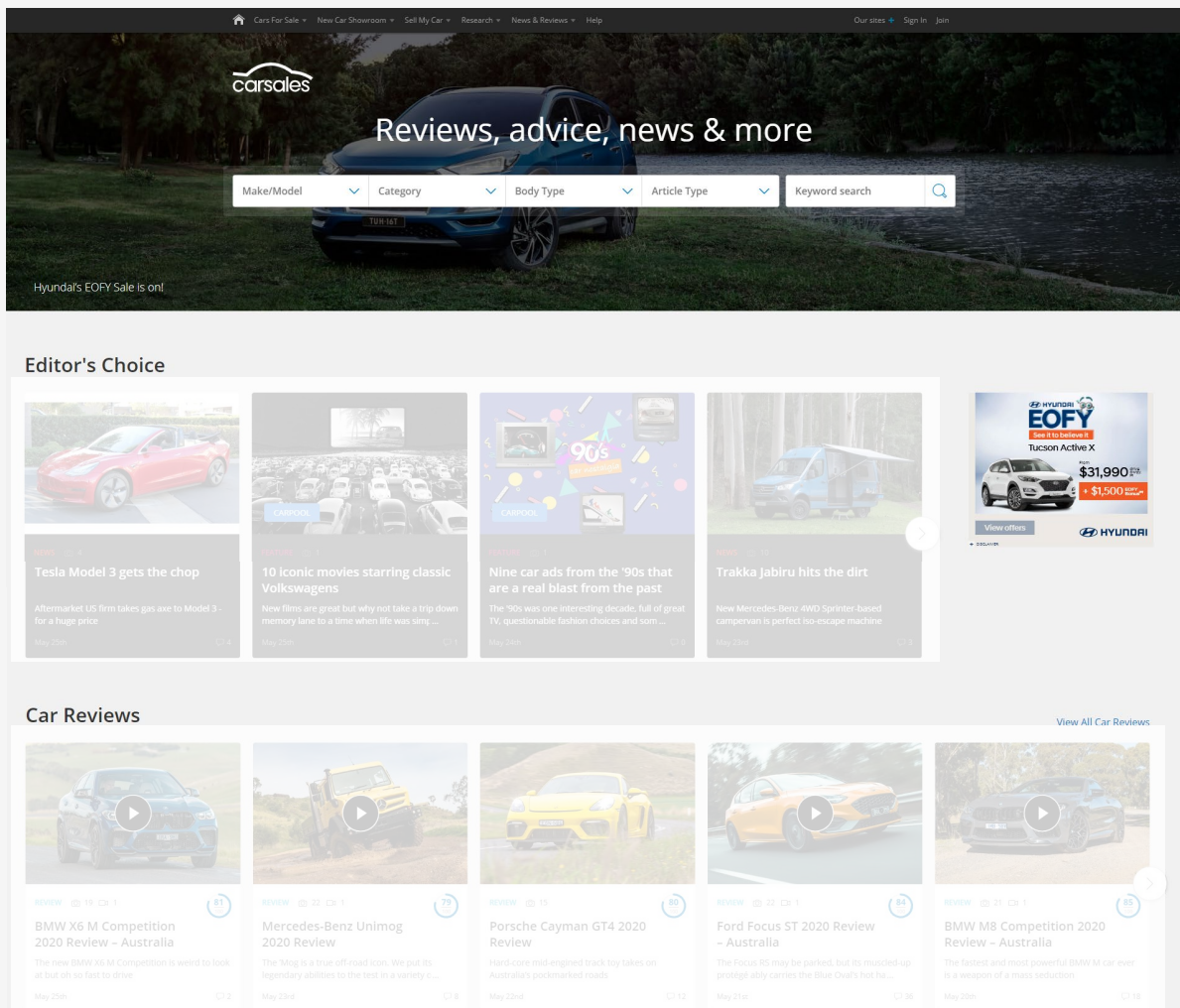
3

Display Banner

Overview

Sponsorship of the editorial homepages ensures high impact integration into the carsales network, enabling brands to influence the consumer's research journey, and shape their consideration set.

The sponsorship includes: the native hero image (carsales Editorial Homepage only) and the standard IAB ad units on desktop, mobile and apps across carsales and the Research Homepage.



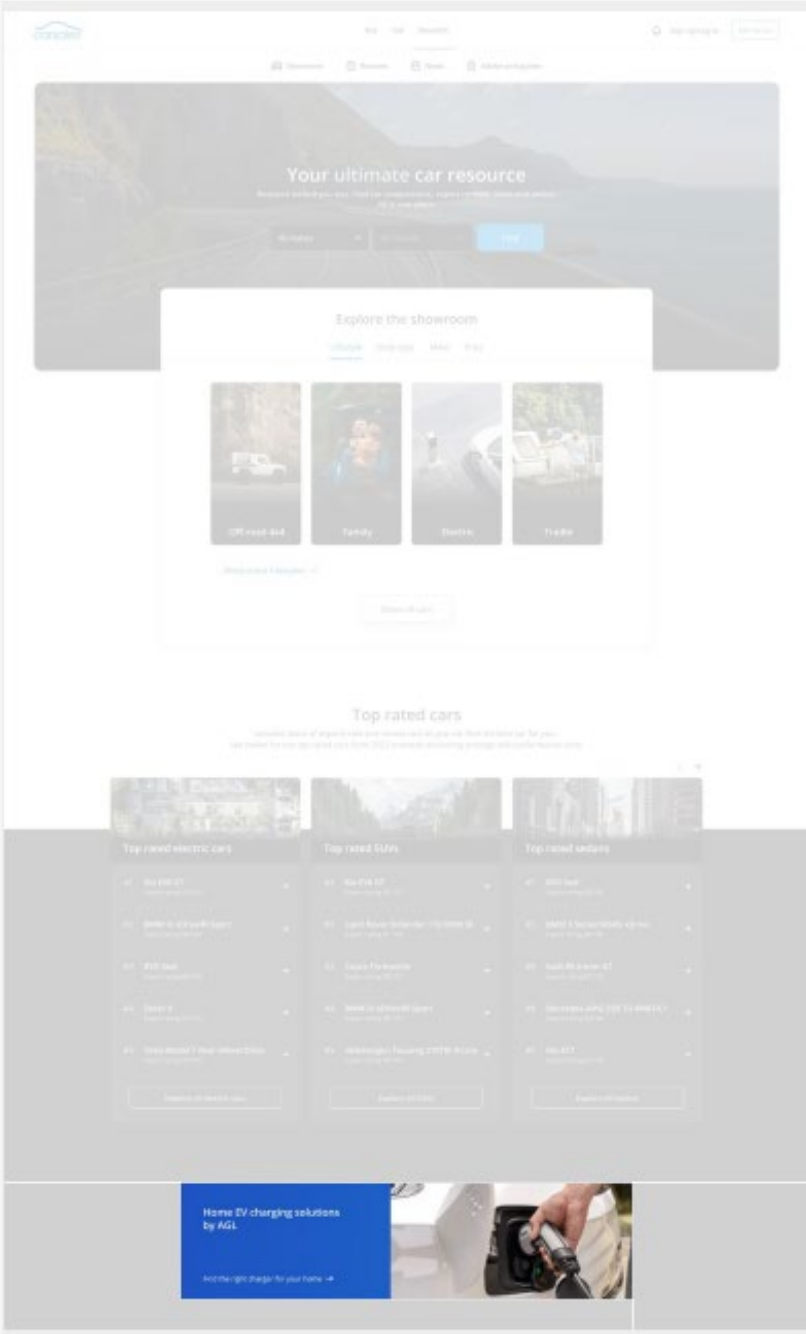
1
Hero Image

2
Display Banner

Overview

Sponsorship of the research homepage ensures high impact integration into the carsales network, enabling brands to influence the consumer's research journey, and shape their consideration set.

The sponsorship includes: the standard IAB ad units on desktop and mobile across carsales.



1

Display Banner

Hero Image Guidelines

- The image showcases a scene with a vehicle, landscape and/or lifestyle image as they drive the best engagement, and does not include any retail messaging, text or logos.
- Naturally lit images without high contrast, shadows or reflections to compliment the copy in the header.
- The focal point of the image must not intersect with the copy in the header or navigation bar.
- Visual devices can be used, but must not take up more than one quarter of the hero image total space.
- carsales will determine font and colour of typefaces,
- Use of a solid colour is not permitted.
- carsales will have final say and approval as to what images can be used.



1

Hero Image

Hero Image Specifications

Only one image needs to be supplied for desktop and mobile/app.

Desktop & Mobi/App dimensions1920px (w) x 686px (h)

Optional Video Specifications

Desktop & Mobi/App dimensions1920 (w) x 686 (h)

Video lengthmax 15 seconds

Safe Zone Guides

The safe zone guides have been provided to give you an idea of how your hero image will appear on the homepage. Please ensure that you choose an image that is best suited to the Carsales environment.

SHOWROOM

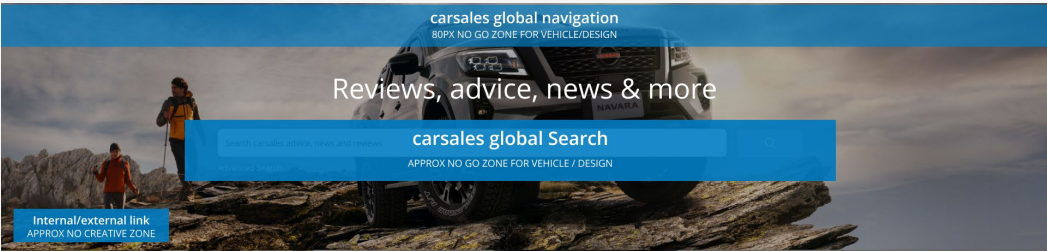


Desktop



Mobile

EDITORIAL HOMEPAGE



Text-link Specifications

A text-link will appear in the bottom right corner of the image with your logo to drive either internally to a carsales model page, brand page or new car search result, or externally to your chosen page. carsales will determine the font and colour of the typeface. Logo specifications can be found on page 10. You can choose from either headline.

- (Max 35 characters) OR;
- Discover [Year] [Make] [Model]

Showroom

Prepared by carsales for informational purposes [^]

Compare new and used cars, discover top rated cars, explore reviews, owner reviews, expert advice, and stay updated with the latest car news.

 **382 models**
Available to buy or order

 **59 makes**
With cars available to buy or order



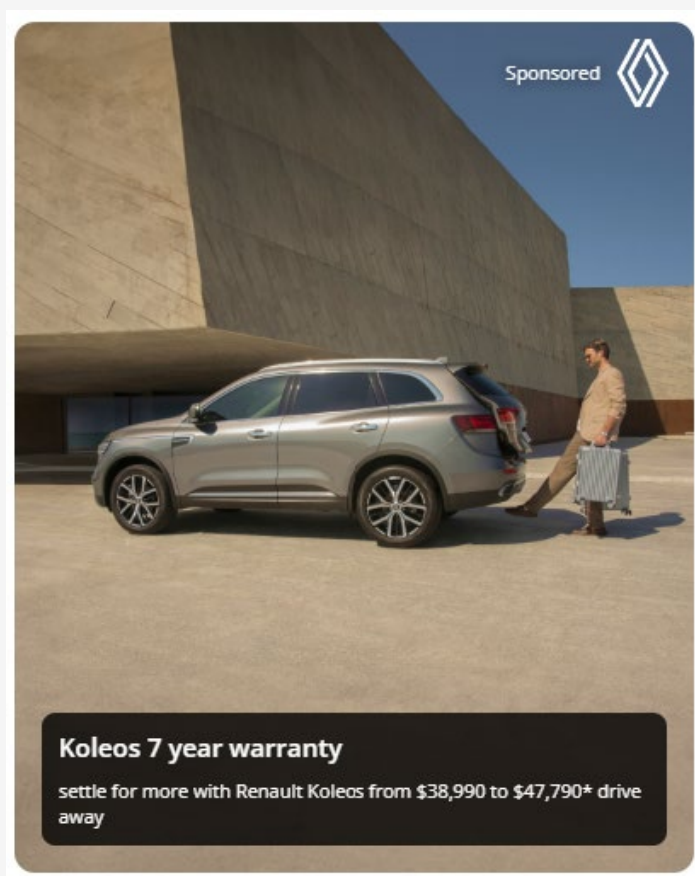
1

Hero
Image
Textlink

Native Tile Guidelines

Part of the sponsorship includes a native tile which features your logo, chosen headline and description. This ad placement can link directly to your website and can also feature an image. This will sit in the third listing placement across all platforms. Please see the best practice for the creative below, and refer to [page 10](#) for desktop and mobile/app specifications.

- The image showcases a scene with a vehicle or lifestyle image that does not include any retail messaging, text or logos.
- Carsales will determine font and colour of typefaces, and have final say and approval as to what creative can be used.



2

Sponsored
Native Tile

Display Banner Requirements

Standard display banners on the page are also included in this sponsorship. Please refer to [page 10](#) for desktop and mobile/app specifications and character limits.

- Creative must include click tags for publisher tracking. For more information [click here](#).
- Creative with a white or light coloured background must include a 1 pixel border
- A backup image is required for display for unsupported environments, such as older versions of Internet Explorer.
- Backup images must be clear with legible text and defined edges
- Click through URL for devices must link to a mobile friendly site
- 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](#)

Please supply your creative in one of the following formats:

- JPEG or GIF image
- Secure third-party CM360 or Flashtalking ad tags must be exported into a txt file.
- Please contact adops@carsalesmediahouse.com.au if you would like to supply tags from another provider and we can test for compatibility.
- Raw HTML5 with all relevant files such as js, css and images being hosted by the client



3

Display
Banner

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	INITIAL BANNER LOAD	POLITE LOAD	THIRD PARTY TRACKING
Hero Image or Video	Desktop	1920x686px	JPEG, PNG, MP4 or MOV	300kb Max video length 15 sec	N/A	N/A	Site hosted – please supply impression tracking only
	Mobile / App						
External Hero Image Text Link 1 Client website link OR Internal Hero Image Text Link 2 Carsales website link	Desktop	Logo: 250x250px	Max 35 characters	Logo: 80kb	N/A	N/A	<u>External</u> : site hosted – please supply click tracking <u>Internal</u> : site hosted – CS will confirm URL so click tracking can be supplied
	Mobile / App						
Native Tile with client website link OR carsales website link	Desktop	Image 600x750px	JPEG or PNG Headline: max 25 characters	Image 300kb	N/A	N/A	<u>External</u> : site hosted – please supply click tracking <u>Internal</u> : site hosted – CS will confirm URL so click tracking can be supplied
	Mobile / App	Logo: 250x250px	Body copy: max 85 characters	Logo: 80kb			
Display Banner	Desktop	970x250px 728x90px 300x250px	HTML5, JPEG or PNG	Image: 80kb	100kb	1MB	Third party served
	Mobile / App	300x100px					

Third Party Tracking (Optional)

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

To ensure technical compatibility and approval, please allow **5 working days**.

All artwork must adhere to the carsales guidelines and code of conduct and is subject to carsales' approval before going live. carsales has the right to refuse the display of any offensive or misleading artwork where applicable. carsales advertising booking terms & conditions apply.