



Carsales Card

Desktop & Mobile / App Specifications

AUG 2025

Product Overview

Carsales Card is a native ad format targeting users in the listings environment.

Carsales Card offers to present a relevant message to an in-market audience as they actively browse listings on carsales.

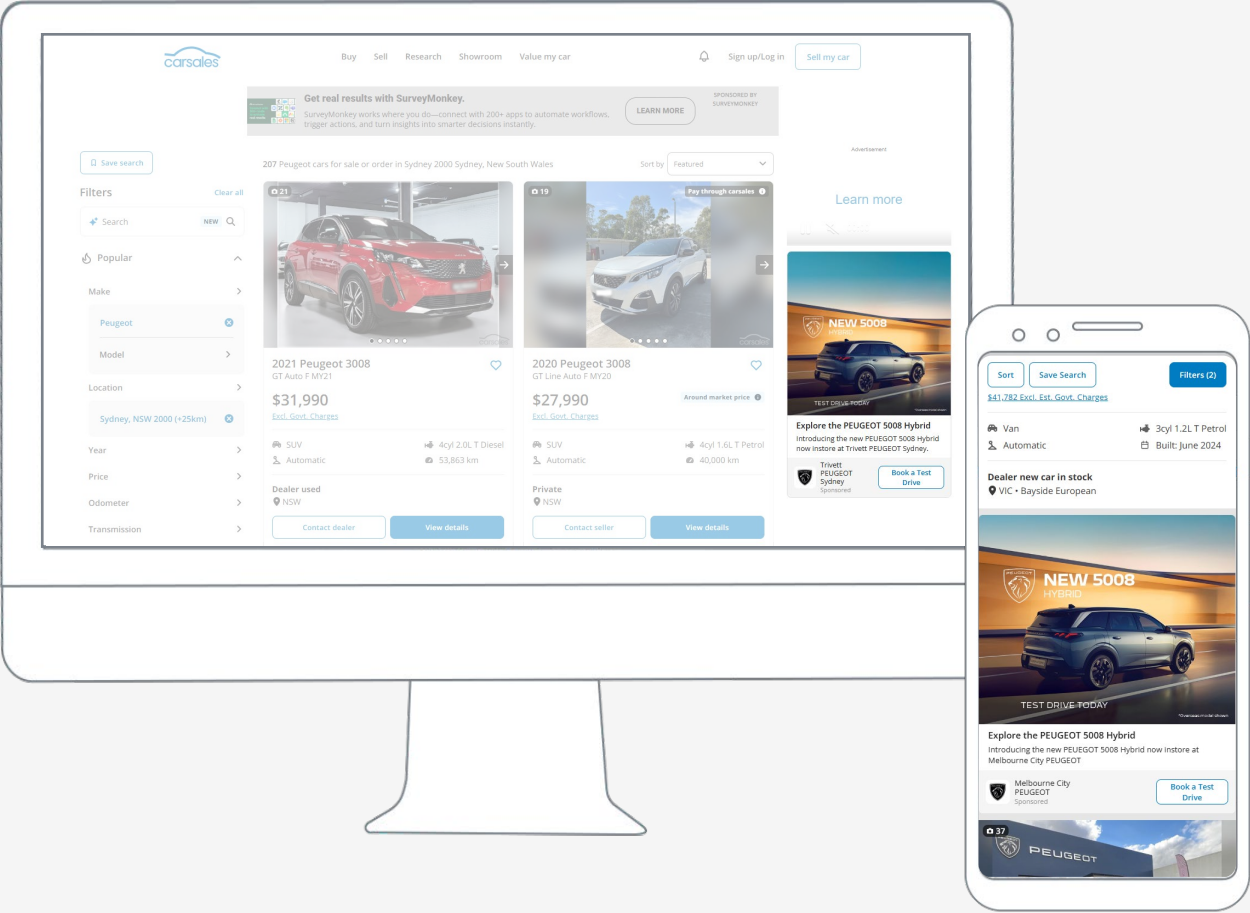


Image Specifications

Required Image size

- 720x720px (Desktop & Devices for both On & Off Network)
- In order to drive better engagement through a more native experience, it is recommended to allow for the clear zone when supplying creative.

Carsales Card Template

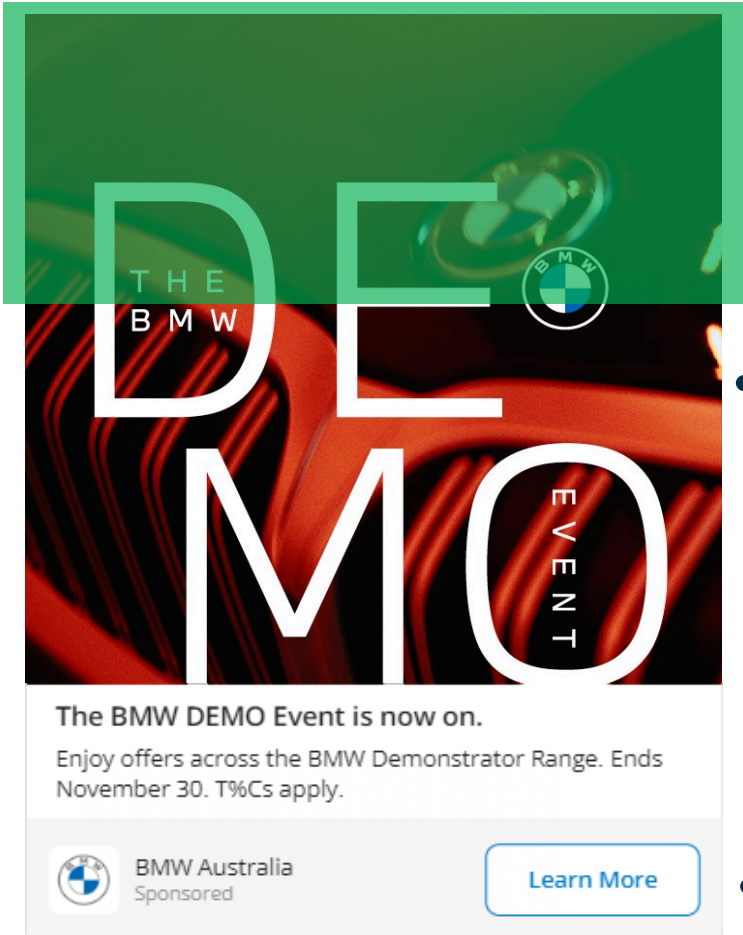
Download the Excel template here: [Carsales Card Template](#)

720x720px CLEAR ZONES

(no copy or obstructing imagery in the gutter area)

**280px gutter is required at the top of the 720x720 px image.*

This is a dynamic creative so by ensuring no copy or logos are in the clear zones you ensure your content will be seen on all screen sizes.



Headline Text

Card Text

Advertiser

Logo

Card Image

CTA Text

Clear Zone Requirements

A **280px gutter** is required at the top of the 720x720 px image. This is a dynamic creative so by ensuring no copy or logos are in the clear zones you ensure your content will be seen on all screen sizes.

Creative that is supplied without a clear zone will have a non-responsive (not responsive to various screen sizes) version implemented.

Not To Spec Preview
(Image without 280px gutter)



MY23/24 PLATE CLEARANCE

The MY23/MY24 Plate Clearance is on with FREE Rego, CTP, Stamp Duty, and Dealer Delivery!



[Find out more](#)

Not To Spec Preview
(Image in non-responsive format if supplied without 280px gutter)



MY23/24 PLATE CLEARANCE

The MY23/MY24 Plate Clearance is on with FREE Rego, CTP, Stamp Duty, and Dealer Delivery!




[Find out more](#)

Off-Network Recommendations


If your card has copy embedded over the image, it is highly recommended that a version of the image without the embedded copy is supplied to make for a better user experience when being served from a 300x250 Mrec.

Please refer to the examples below which shows how the 'Link Description', 'Logo' and 'Advertiser Name' will appear when served from a 300x600 vs 300x250.

Off-Network Preview
(Creative served from a 300x600)

**Cupra Brighton**

100% Electric BORN is hard to beat with a 511km Range and only \$49,990 drive away*



CUPRA BORN
100% ELECTRIC | RANGE 511 KM
FROM \$49,990 DRIVEAWAY*


Summer Sale Now On
100% Electric BORN is hard to beat

[Find Out More](#)

Logo &
Advertiser

Link
Description

Off-Network Preview
(Creative served from a 300x250)

**Cupra Brighton**

CUPRA BORN
100% ELECTRIC | RANGE 511 KM
100% Electric BORN is hard to beat with a 511km Range and only \$49,990 drive away*

[FIND OUT MORE >](#)

Logo &
Advertiser

Link
Description

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Logo Image	Desktop & Mobil/App	1:1 Ratio	PNG or JPEG	100kb	Logo must be on a white or transparent background
Advertiser		N/A	N/A	N/A	This is the advertising name that will be displayed next to the logo (eg. Cupra Brighton)
Card Text		N/A	N/A	N/A	90 characters (inc spaces)
Card Image		720x720px Please refer to slide 3 for additional information on size requirements	PNG or JPEG	100kb	Please refer to slide 3 for additional information on clear zones for the 720x720px
Headline Text		N/A	N/A	N/A	30 characters (inc spaces)
CTA Text		N/A	N/A	N/A	18 characters (inc spaces)
URL		N/A	N/A	N/A	Please supply click tracking or external URL (1URL limit)
Link Description <i>(Only applicable to off-network campaigns)</i>		N/A	N/A	N/A	35 characters (inc spaces) Please refer to slide 5 for additional information

Requirements

- Images cannot be too jarring to the native carsales user experience.
- All campaigns (excl. dealer) must have a post impression tracking pixel successfully implemented before the campaign can commence. Any delays in successfully loading pixels will cause delays with the campaign start date.
- Max 1 x creative update per week.
- Max 3 x creative iterations per product/size.

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

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