



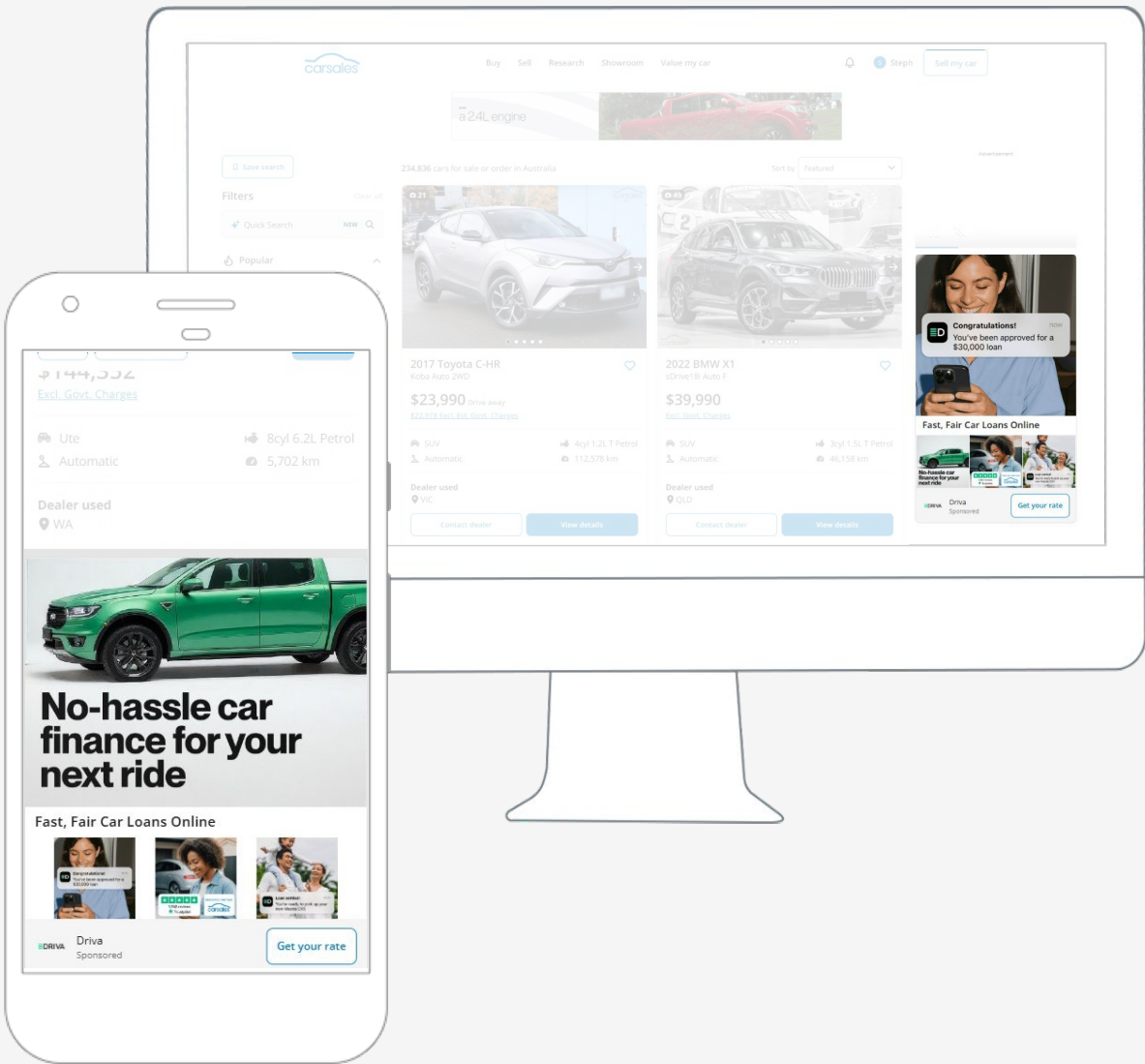
Carsales Discover

Desktop / Mobile Specifications

AUG 2025

Overview

Empowering you to leverage images, sound, and video to craft an exceptional shopping experience for your target audience.



Required Image size

- 600x600px (Desktop & Devices)
- In order to drive better engagement through a more native experience, it is recommended to allow for the clear zone when supplying creative.

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

(no copy or obstructing imagery in the gutter area)

**200px gutter is required at the top of the 600x600 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.*

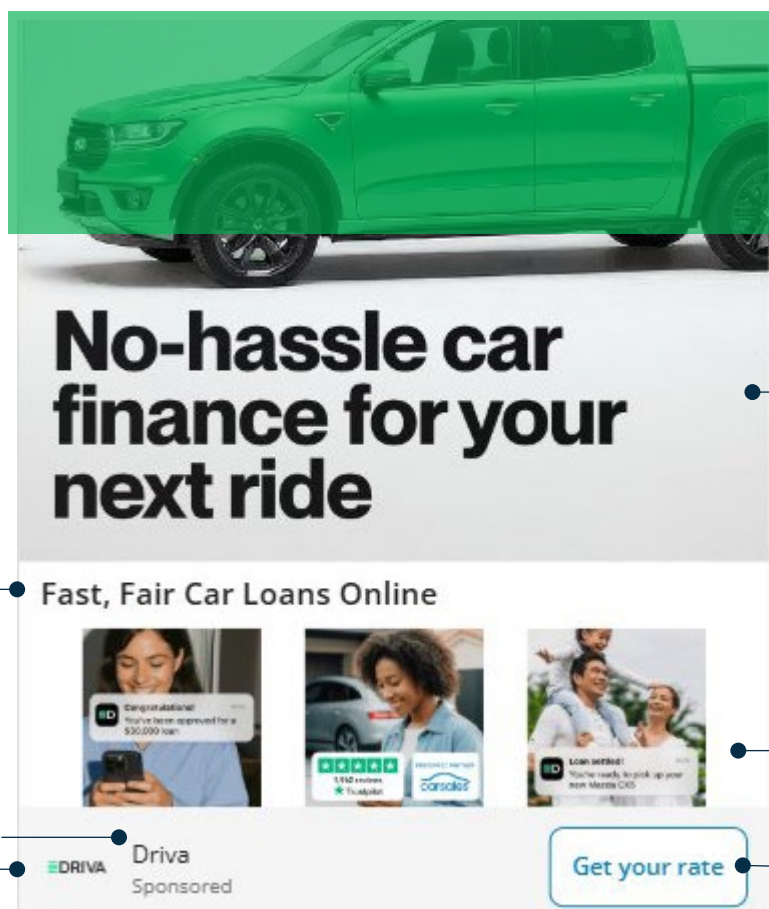


Image or Video

Headline Text —● **Fast, Fair Car Loans Online**

Image

Advertiser ————— ● Driva
Logo ————— ● DRIVA Sponsored

CTA Text


Clear Zone Requirements

A **200px gutter** is required at the top of the 600x600 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 200px gutter)

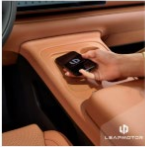


ALL-NEW
LEAPMOTOR C10




JUMP IN.

LEAPMOTOR

All-new Leapmotor C10






Leapmotor
Sponsored

Book A Test Drive

Not To Spec Preview
(Image without 200px gutter using non-responsive format)




ALL-NEW
LEAPMOTOR C10




JUMP IN.

LEAPMOTOR

All-new Leapmotor C10





Leapmotor
Sponsored

Book A Test Drive

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	REQUIREMENTS
Logo	Desktop / Mobile	1:1 Ratio	PNG or JPEG	Up to 100kb	N/A
Image	Desktop / Mobile	600 x 600px	PNG or JPEG	Up to 100kb	4 images or 3 images if using video
Video (Optional)	Desktop / Mobile	1:1 Ratio	MP4	Up to 25MB	6 to 15 seconds
Headline	Desktop / Mobile	N/A	N/A	N/A	30 characters including spaces
Advertiser name	Desktop / Mobile	N/A	N/A	N/A	Up to 18 characters including spaces
CTA	Desktop / Mobile	N/A	N/A	N/A	Up to 18 characters including spaces

Requirements

- Images cannot be too jarring to the native carsales user experience.
- Max 1 x creative update per week.
- Max 3 x creative iterations per product/size.

Third Party Tracking

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.