



# Brand Terms

Desktop & Mobile / App Specifications

Please refer below to the summary of all creative assets required as part of the Brand Terms package.

All creative assets listed below are required to be supplied together to ensure there are no delays in the commencement of the campaign. Please note that delays in the supply of assets may hinder campaign results.

Click on the titles below for direct links to design references, guidelines and requirements.

Standard Banners	
Asset	Specifications
Display Banners	728x90, 300x250, 300x600, 970x250, 300x100, 80KB Back Up, 100KB Banner Load, JPEG, GIF, HTML5, third party tags
Rich Media Banners <i>(optional)</i>	728x90, 300x250, 300x600, 970x250, 300x100, 80KB Back Up, 100KB Banner Load, JPEG, GIF, HTML5, third party tags, max 1MB Polite Load, max 3MB User Initiated Video
Native High Impact <i>(not applicable for the 25% SOV Conquesting Brand Terms package)</i>	
Header Skins <i>(Mobile/App)</i>	1940(w) x 500(h) px, 100KB, JPEG, PNG
Header Skins <i>(Desktop)</i>	3840(w) x 500(h) px, 300KB, JPEG, PNG
Floating Footer <i>(Mobile/App only)</i>	1065(w) x 210(h) px, 300KB, JPEG, PNG
Hero Image <i>(Mobi/App)</i>	828(w) x 621(h) px, 300KB, JPEG, PNG
Hero Image <i>(Desktop)</i>	1920(w) x 686(h) px, 300KB, JPEG, PNG
Background Colour	Supply 1 x brand hex colour, excluding carsales blue (#007CC2)
Logo	250 x 250 px, Aspect ratio 1:1, PNG, 50KB, white or transparent background
Call to Action	Max 10 characters including spaces
URL	1 x click-through external URL or internal carsales URL
New Car Showroom & Research Page <i>(only applicable to those sponsoring generic (Make) Brand Terms)</i>	
Hero Image	1920(w) x 686(h) px, 300KB, JPEG, PNG
Hero Image Logo	250 x 250 px, Aspect ratio 1:1, PNG, 50KB, white or transparent background
Hero Image Text Link	Max 35 characters including spaces. Client website link <i>OR</i> Carsales website link
Native Tile Image	800(w) x 400(h) px, 300KB, JPEG, PNG
Headline	Max 30 characters including spaces
Body	Max 70 characters including spaces
Call to Action	Max 10 characters including spaces
Display Banners	728x90, 300x250, 300x600, 970x250, 300x100, 80KB Back Up, 100KB Banner Load, HTML5, JPEG, PNG
URL	1 x click-through external URL or internal carsales URL

<a href="#">In Feed Video</a>	
Asset	Specifications
Video	768 px (min) – 1920px (max), 25MB, MP4, 6-15 secs, 16:9 or 1:1 Aspect Ratio
Logo	200 x 200 px, JPEG, PNG, white or transparent background
Call to Action	Max 18 characters including spaces
Title	Max 35 characters including spaces
Description	Max 108 characters including spaces
URL	1 x click-through external URL or internal carsales URL
<a href="#">Outstream Video</a>	
Video	640 x 360 px (min), 1920 x 1080 px (max), 5MB, MOV, MP4, 6-15 secs, 16:9 Aspect Ratio
End Frame	640 x 360 px (min), 1920 x 1080 px (max), 100KB, JPEG, PNG, 16:9 Aspect Ratio
URL	Please supply click tracking / external click through URL or third-party vast tag
<a href="#">Carsales Card</a>	
Logo	1:1 Ratio, 100KB, JPEG, PNG, white or transparent background
Card Text	Max 90 characters including spaces
Card Image	720(w) x 720(h) px, 100KB, JPEG, PNG
Headline	Max 30 characters including spaces
Call to Action	Max 18 characters including spaces
URL	1 x click-through external URL or internal carsales URL
Link Description <i>(off-network)</i>	Max 35 characters including spaces
<a href="#">Carsales Discover</a>	
Image	600(w) x 600(h) px, 100KB, JPEG, PNG, 4 images or 3 images if using video
Video <i>(optional)</i>	1:1 Ratio, 25MB, MP4, 6-15 secs
Logo	1:1 Ratio, 100KB, JPEG, PNG, white or transparent background
Headline	Max 30 characters including spaces
Advertiser Name	Max 18 characters including spaces
Call to Action	Max 18 characters including spaces
URL	1 x click-through external URL or internal carsales URL
<a href="#">Post-Enquiry Link</a>	
Post-Enquiry Text	Max 20 characters including spaces
Logo	1:1 Ratio, 100KB, JPEG, PNG, white or transparent background



# Standard Banners

Desktop & Mobile / App Specifications

## Standard Banner Ads

A standard banner is defined as a static or animated banner with a single click through. Banners with video or user-initiated interaction are considered Rich Media Banners.

Device	Banner Dimensions (w x h) px	Back Up Image	Banner Load
Desktop	728x90 300x250 300x600 970x250	JPEG, GIF 80 KB Max	HTML5 100 KB Max
Mobile & App	300x250 300x100	JPEG, GIF 80 KB Max	HTML5 100 KB Max

\* Standard Banners are supported both on and off the carsales network.

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](mailto: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

## Requirements

- Animation length: 15 seconds max
- Looping: continuous looping is not permitted. Animation is allowed, can loop twice and play through 3 times.
- Frame rate: 24 fps max
- Creative must include click tags for publisher tracking. . For more information [click here](#).
- Creative with a black, white or light coloured background must include a 1 pixel grey border
- A backup image is required to display for unsupported environments, such as older versions of Internet Explorer.
- Back up 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](#)
- All creative sizes (across all devices) must be supplied to ensure there is no disruption to the user experience. Not providing all of the listed creative sizes may hinder campaign results.

## 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.

## Rich Media Banner Ads

Banner Dimensions (w x h) px	Back Up Image	Initial Banner Load	Polite Load	User Initiated Video
Desktop				
728x90	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
300x250				
300x600				
970x250				
Mobile & App				
300x250 300x100	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max

\* Rich Media Banners are only supported on the carsales network. AMP based HTML creatives are not supported.

## Please supply your creative in one of the following formats:

- Secure third-party CM360 or Flashtalking ad tags must be exported into a txt file.  
Please contact [adops@carsalesmediahouse.com.au](mailto:adops@carsalesmediahouse.com.au) if you would like to supply tags from another provider and we can test for compatibility.
- Ad tags for App requires MRAID.JS. Separate ad tags are required

## Requirements

- Animation length: 15 seconds max
- Looping: continuous looping is not permitted. Animation is allowed, can loop twice and play through 3 times.
- Frame rate: 24 fps max
- 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 to display for unsupported environments, such as older versions of Internet Explorer.
- Back up 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](#)
- All creative sizes (across all devices) must be supplied to ensure there is no disruption to the user experience. Not providing all of the listed creative sizes may hinder campaign results.

## Video

- Duration: Min 6 seconds / Max 30 seconds
- File type: MP4
- Aspect ratio: 16:9 or 4:3
- Frame rate: min 24 fps, max 30 fps

## Video Requirements

- Video can autoplay up to 15 seconds with sound muted (1 MB max polite load)
- User initiated video can play up to 30 seconds with sound (3MB max initiated on user click/tap)
- Video play, pause & sound controls required
- Video cannot loop and must end with a placeholder image and call to action

## 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.



# Native High Impact

Desktop & Mobile / App Specifications



## Overview

Brand Terms allows you to create more valuable interactions with your brand through the new High Impact Native formats.

The new Native formats, which run across Listings & Details pages, Editorial, New Car Showroom and Research pages, have been designed to make the creation of assets far more simplified as the one set of creatives can be re-purposed across all formats.

Please note, High Impact is not included as part of the 25% SOV Conquering Brand Terms.

The collage illustrates the following components of the High Impact Native ads:

- Desktop Homepage:** Features a large Maserati banner at the top with the text "Break The Rules" and "Unleash your audacity, set your own rules." Below the banner is a sidebar with filters for Make, Model, Location, Year, Price, Odometer, Transmission, New / Used, Demo and Near New, and New. The main content area displays "125 Maserati cars for sale in Australia" and a list of vehicles, including a "2021 Maserati Levante 350 Auto MY21" with a price of \$149,500\*.
- Mobile Listings:** Shows the same vehicle listings on a mobile device, highlighting the "Drive Away" price and the "Discover" button.
- Mobile Detail View:** Provides a detailed view of a specific vehicle, including its specifications (e.g., 6cyl 3.0L T Petrol, Automatic, Built: May 2021) and the "Drive Away" price.

## Native High Impact AI

In 2025, each OEM will receive one AI-enhanced, high-impact creative for both desktop and mobile web search results.

## Guidelines

- Lifestyle or landscape images are best suited for AI enhancement. Simple and subtle movement of the background elements will be applied without modifying the vehicle. Examples: motion applied to water, wind blowing, cloud movement, etc.
- Turnaround time: 1-2 weeks per creative. Additional time may be required to work up a concept if the imagery is product-heavy, in a studio or abstract environment.
- A test page will be supplied by carsales for client review & approval.

The screenshot displays the carsales website interface. At the top, the carsales logo is on the left, and navigation links (Buy, Sell, Research, Showroom, Value my car) are in the center. On the right, there's a user profile (Christ...) and a 'Get an Instant Offer' button. Below the navigation bar is a large banner image of a Mitsubishi Triton driving through a field. Overlaid on the right side of the banner is a black box with the Mitsubishi Motors logo and text: 'Mitsubishi Motors AUSTRALIA'S ONLY 10 YEAR WARRANTY WITH 10 YEARS CAPPED PRICE SERVICING'. Below this is a 'Discover' button. The main content area shows a search for '273 New Mitsubishi Triton cars for sale or order in Australia'. On the left, there's a sidebar with filters: Popular, Make (Mitsubishi), Model (Triton), Badge, Series, Version, Option pack, Location, Year, and Price. The main area displays two car listings. The first is a 2023 Mitsubishi Triton GSR Auto 4x4 MY23, priced at \$54,990 (Drive away), with a 'Contact seller' and 'View details' button. The second is a 2024 Mitsubishi Triton GLS Auto 4x4 MY24, priced at \$59,990 (Drive away), also with 'Contact seller' and 'View details' buttons. On the right side of the main area, there's a 'Sort by' dropdown set to 'Featured' and a 'Good to Go' badge with '3 YEARS FREE SERVICING'.

## Templates

### Native High Impact Desktop Template

Download the working Adobe Photoshop template here: [Native High Impact Desktop Template](#)

### Native High Impact Devices Template

Download the working Adobe Photoshop template here: [Native High Impact Devices Template](#)

## Assets & Instructions

### Assets Required

Please refer to specifications table on [page 12](#).

### Template Instructions

Download the Native template instructions here: [Native Template Instructions](#)

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Native High Impact	Mobile / App	Header Skins 1940x500px  Floating Footer 1065x210px	JPEG or PNG	100KB max	Header - please refer to Native Skins Photoshop template on <a href="#">page 11</a> for placement guides.  Side Skins - A hex code & logo is only required.
	Desktop	Header Skins 3840x500px		300KB max	
Hero Image	Mobile / App	828x621px	JPEG or PNG	300KB max	N/A
	Desktop	1920x686px			
Background Colour	Mobile / App	N/A	N/A	N/A	Please supply 1 x brand hex colour for use across all formats, excluding carsales blue (#007CC2)  (e.g. black #000000)
	Desktop				
Logo	Mobile / App	250x250px (Aspect ratio 1:1)	PNG	50KB max	Transparent background
	Desktop				
Call to action	Mobile / App	N/A	N/A	N/A	Max 10 characters (incl. spaces)  e.g. Discover, Learn More
	Desktop				
Driver URL	Mobile / App	N/A	N/A	N/A	Please supply 1x click-through external URL or internal carsales URL
	Desktop				

### 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 10 working days before campaign launch to ensure technical compatibility and for approval. carsales advertising booking [terms & conditions](#) apply.

### Requirements

Creatives can be updated/changed over, once every 3 months / per quarter (if required).

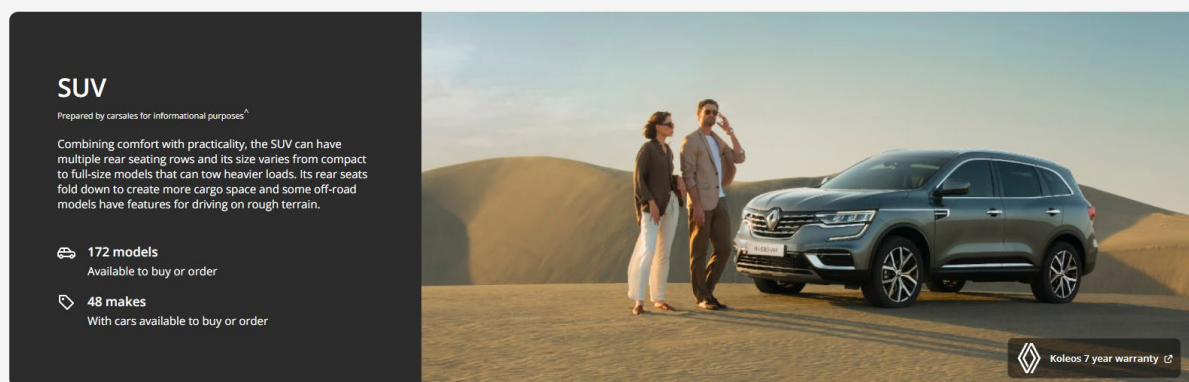


# New Car Showroom & Research Page

Mobile Specifications

## 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.
- Please supply only one generic image – ***only applicable to those sponsoring generic (Make) Brand Terms.***



## Hero Image Specifications

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

**Desktop & Mobi/App dimensions**      1920px (w) x 686px (h)

## 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



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]





Native Tile Specifications

Please refer to the Native Tile specifications below. Additional requirements can be found on [page 18](#).

- **Image** 800 x 400px
- **Logo** 250 x 250px
- **Headline** Max 30 characters including spaces.
- **Body** Max 70 characters including spaces.
- **Call to Action** Max 10 characters including spaces (e.g. Discover, Learn More)

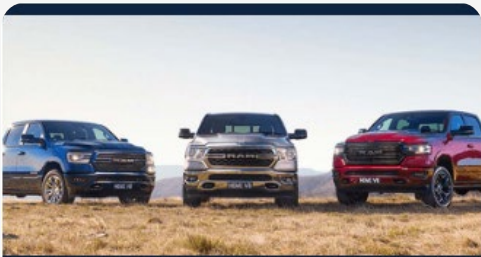
Image

Headline

Body


Logo


Call to Action



**Unrivalled power & performance**

Hungry to check out Australia's best range of full-size pickup trucks?

 Sponsored

Learn More 

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	EXPANDED PANEL DIMENSIONS (WxH)	INITIAL BANNER LOAD	POLITE LOAD	THIRD PARTY TRACKING
Hero Image	Desktop	1920x686px	JPEG or PNG	300kb	N/A	N/A	N/A	Site hosted – please supply impression tracking only
	Mobile / App							
<b>External Hero Image</b> <b>Text Link 1</b> Client website link  <u>OR</u>  <b>Internal Hero Image</b> <b>Text Link 2</b> Carsales website link	Desktop	Logo: 250x250px	Max 35 characters	Logo: 50kb	N/A	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							
<b>Native Tile</b> with client website link  <u>OR</u>  carsales website link	Desktop	Image: 800x400px  Logo: 250x250px	JPEG or PNG  Headline: max 30 characters (incl spaces)  Body copy: max 70 characters (incl spaces)  Call to Action: max 10 characters (incl spaces) <i>e.g. Discover, Learn More</i>	Image: 300kb  Logo: 50kb	N/A	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							
Display Banner	Desktop	970x250px 728x90px 300x250px 300x600px	HTML5, JPEG or PNG	Image: 80kb	N/A	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.

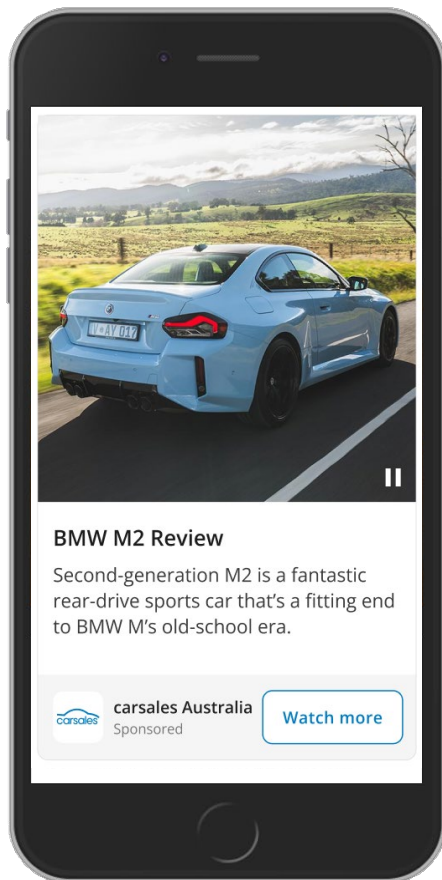
For more information please contact your Account Manager or email: [adops@carsalesmediahouse.com.au](mailto:adops@carsalesmediahouse.com.au)



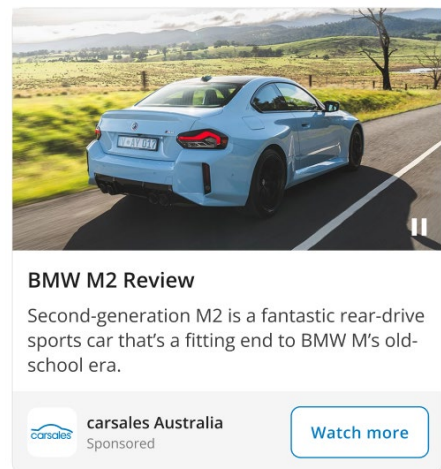
# In Feed Video

Mobile Specifications

## DESKTOP & MOBILE | In Feed - Listings Pages



1:1 Ratio



16:9 Ratio

Video Specifications


Required Video Size

Minimum 768px, Maximum 1920px

*Note: Video duration must be between 6 and 15 seconds and 16:9 or 1:1 aspect ratio. Video quality must be 720p and above (1080p preferred).*


In Feed Video Template

Download the Excel template here: [In Feed Video Template](#)



**BMW M2 Review**

Second-generation M2 is a fantastic rear-drive sports car that's a fitting end to BMW M's old-school era.

**carsales Australia**  
Sponsored

Watch more

Title

Description

Logo

CTA Text

## Product Overview

In-Feed video enables marketers to deliver brand and retail messaging within premium context at scale and offers a compelling new avenue to amplify your digital content or TVC.

### Placements

- Carsales Desktop and Mobile Web – listings pages
- Leisure & Industry mobile – listing pages

AD ELEMENT	DIMENSIONS	FILE TYPE	FILE SIZE	DURATION	SPECIFICATIONS
Video	Min 768 px Max 1920 px	MP4	25MB Max	6 to 15 seconds	Aspect Ratio: 16:9 or 1:1
CTA	N/A	N/A	N/A	N/A	Max 18 characters including spaces
Logo	200 x 200 px	PNG / JPEG	N/A	N/A	White transparent background
Title	N/A	N/A	N/A	N/A	Max 35 characters including spaces
Description	N/A	N/A	N/A	N/A	Max 108 characters including spaces

### Requirements

- Quality: 720p and above (1080p preferred)
- Aspect Ratio: 16:9 or 1:1
- 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 URLs 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.



# Outstream Video

Desktop Specifications

Overview

Designed to specifically engage carsales' desktop users, this product enables marketers to deliver brand and retail messaging within a premium context at scale.

DESKTOP – before scroll

Save search

Filters

Clear all

Popular

Make

- Tesla
- Model

Location

Year

Price

Odometer

Transmission

Body type

New / used

Fuel / electric

2014 Tesla Model S

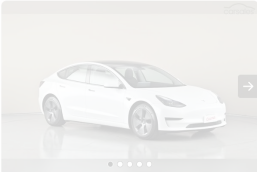
60 Auto R

43,695km • Automatic • Hatch • Electric • 390km (Range) • Used • Dealer • WA

\$47,998

Excl. Govt. Charges

Contact sellerView details



2022 Tesla Model Y

Rear-Wheel Drive Auto R

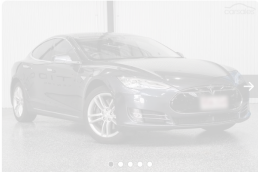
14,805km • Automatic • SUV • Electric • 510km (Range) • Used • Dealer rating 4.5 ★ • NSW

Around market price

\$58,900

Excl. Govt. Charges

Contact sellerView details



2015 Tesla Model S

P85D Auto AWD

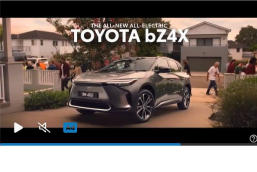
42,835km • Automatic • Hatch • Electric • 480km (Range) • Used • Dealer • WA

Well below market price

\$61,981

Excl. Govt. Charges

Contact sellerView details



2021 Tesla Model 3

Standard Range Plus Auto R

27,035km • Automatic • Sedan • Electric • 490km (Range) • Used • Dealer • NSW

2015 Tesla Model S

70 Auto R

127,341km • Automatic • Hatch • Electric • 455km (Range) • Used • Dealer • QLD

DESKTOP – end frame

Save search

Filters

Clear all

Popular

Make

- Tesla
- Model

Location

Year

Price

Odometer

Transmission

Body type

New / used

Fuel / electric

Known

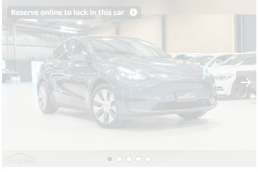
44,060km • Automatic • Sedan • Electric • 595km (Range) • Used • Dealer • QLD

Below market price

\$46,990

Excl. Govt. Charges

Contact sellerView details



2023 Tesla Model Y

Rear-Wheel Drive Auto R

16,428km • Automatic • SUV • Electric • 510km (Range) • Used • Dealer • WA

\$59,622

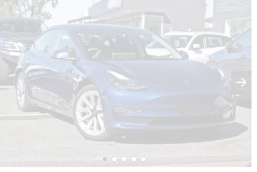
Excl. Govt. Charges

51,741km • Automatic • SUV • Electric • 553km (Range) • Used • Dealer • QLD

\$137,990

Excl. Govt. Charges

Contact sellerView details



2023 Tesla Model 3

Long Range Auto AWD

8,628km • Automatic • Sedan • Electric • 681km (Range) • Used • Dealer • QLD

Below market price

\$57,888

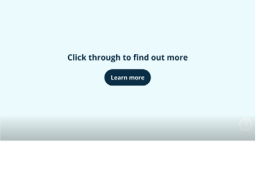
Drive away

50,815km • Automatic • Hatch • Electric • 632km (Range) • Used • Dealer • WA

\$89,990

Excl. Govt. Charges

Contact sellerView details



Click through to find out more

Learn more



## Placements

- Desktop – Listings & Editorial Listings pages

AD ELEMENT	DIMENSIONS	ASPECT RATIO	FORMAT	FILE SIZE	DURATION
Video	Min 640x360px Max 1920x1080px	16:9  (other ratios are not supported)	MOV or MP4	5mb Max	6 to 15 seconds
End Frame	Min 640x360px Max 1920x1080px	16:9  (other ratios are not supported)	JPEG or PNG	100kb Max	Site hosted. Please supply click tracking / external click through URL or third-party vast tag

## Requirements

- **Codec:** Standard video codecs accepted. ProRes 4444, HDV 720p60, Go 2 Meeting 3 & 4, ER AAC LD, REDCODE are not supported.
- **Sound:** User initiated on button-click.
- **End Frame:** Client to supply image for end frame as above. Default carsales branded end frame will be used if not supplied.
- Click through URL to be supplied if not Third Party ad-serving
- Video can be hosted by carsales or Third Party served via VAST tag.
- 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.

## Third Party Tracking (Optional)

- Third party event tracking: impressions, clicks, video starts, 25%, 50%, 75%, 100% completion
  - 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.



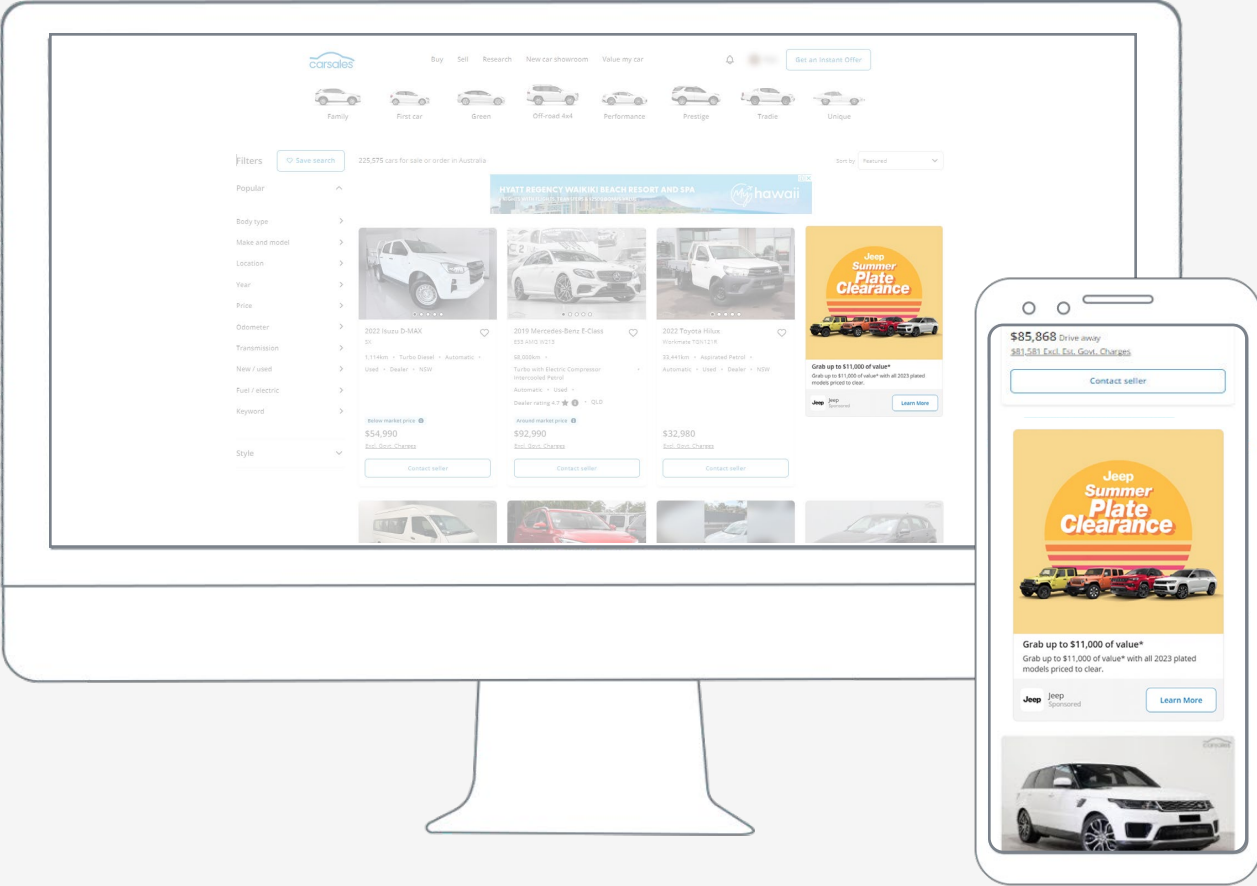
# Carsales Card

Desktop & Mobile / App Specifications

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)

## 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

Advertiser

Card Image

CTA Text

The BMW DEMO Event is now on.

Enjoy offers across the BMW Demonstrator Range. Ends November 30. T%Cs apply.

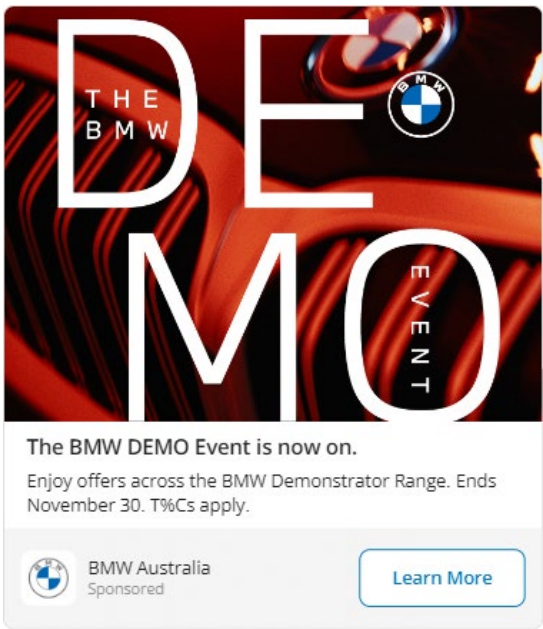
BMW Australia Sponsored

Learn More

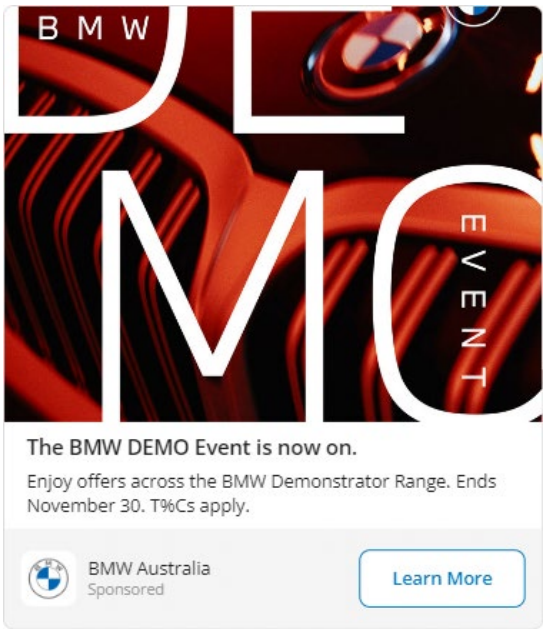
Clear Zone Requirements

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.

To Spec Preview  
(Image with 280px gutter)



Not To Spec Preview  
(Image without 280px gutter)



## DESKTOP

THAT'S UNCOMMON CARE  
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technology motoring > car advice

## Which is the best small SUV in Australia?

A new wave of smart and affordable little SUVs has made picking the best one for you even harder. We choose four of the best.

Iain Curry

news.com.au JANUARY 17, 2021 6:00AM

Video Image

Your video will play after the ad.

0:04 / 0:15

loans.com.au

A low fixed rate and fast approval.

### Car Loans

Rates from

**3.97%** | **4.51%**

Fixed rate p.a.\* | Comparison rate p.a.\*

loans.com.au

Car Loan Fixed Rates from 3.97% p.a.\*  
Low fixed car loan rates for purchasing new and de...

APPLY NOW

The compact SUV market is one of the most crowded in Australia and the sheer volume of options can be confusing for buyers. But there are some great options if

## MOBILE

### Petrol prices are falling across several Australia state capitals ahead of the new year.

In Sydney, average fuel prices are 121.8 cents per litre and trending downwards, but there are bargains scattered across the city, according to the National Roads and Motorists Association.

The price has already dipped about 20 cents per litre since last week and will continue to fall up to 12 more cents.

"There's a massive number of service stations on or just over \$1," NRMA spokesman Peter Khoury said.

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Logo Image	Desktop & Mobi/App	1:1 Ratio	PNG or JPEG	100kb	Logo must be on a white or transparent background
Card Text		N/A	N/A	N/A	90 characters (inc spaces)
Card Image		720x720px	PNG or JPEG	100kb	Please refer to <a href="#">slide 28</a> 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)

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.



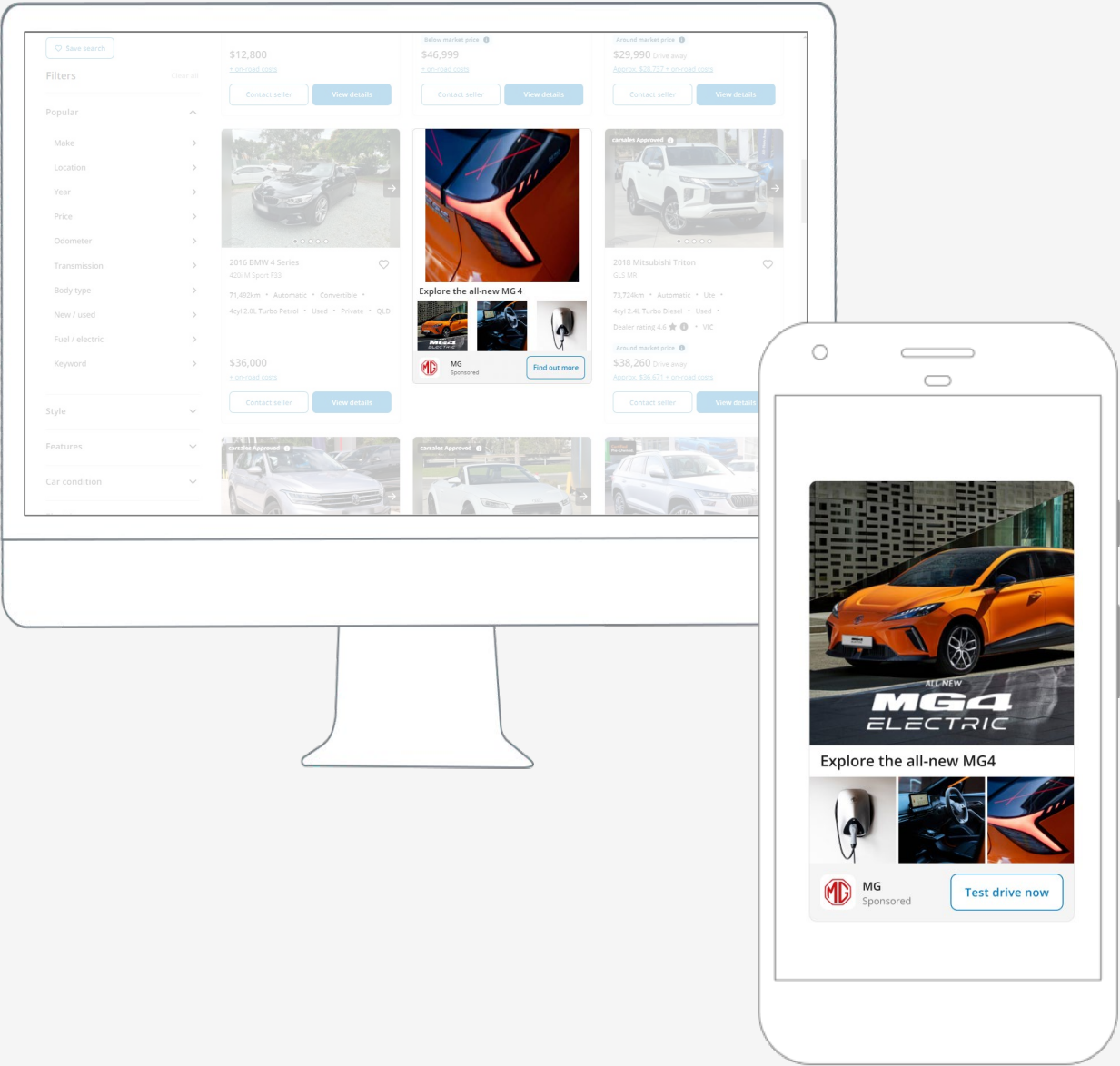
# Carsales Discover

Desktop / Mobile Specifications



Overview

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



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.



# Post-Enquiry Link

Desktop / Mobile / App Specifications

Overview

The Post-Enquiry Link is a native ad placement that offers OEMs an opportunity to communicate ownership benefits and positively reinforce the shopper's decision to submit a lead.



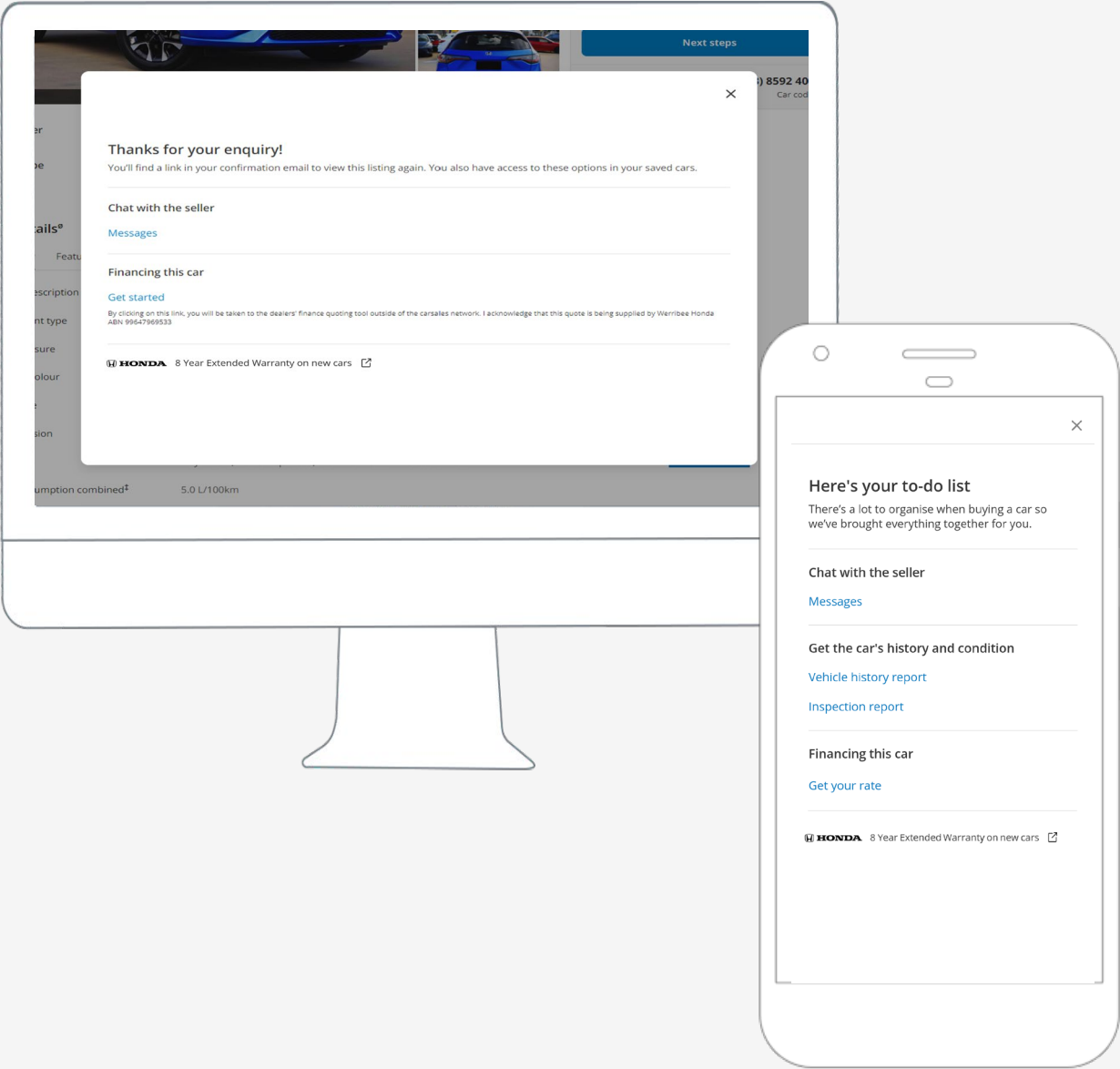
Warranty



Roadside Assistance



Servicing



PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	REQUIREMENTS
Logo	Desktop/Mobi/App	1:1 Ratio	PNG	N/A	Transparent Background
Text	Desktop/Mobi/App	N/A	N/A	N/A	20 Character Limit (Inc. spaces) Click-through must link to Ownership Benefits page as per <a href="#">page 36</a>

## 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 copy 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.