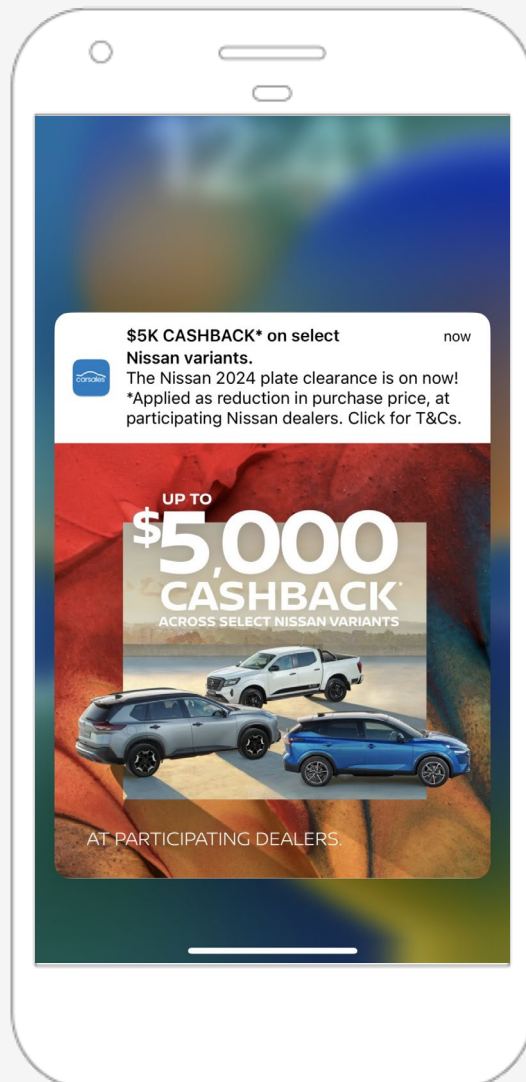# carsales
mediahouse

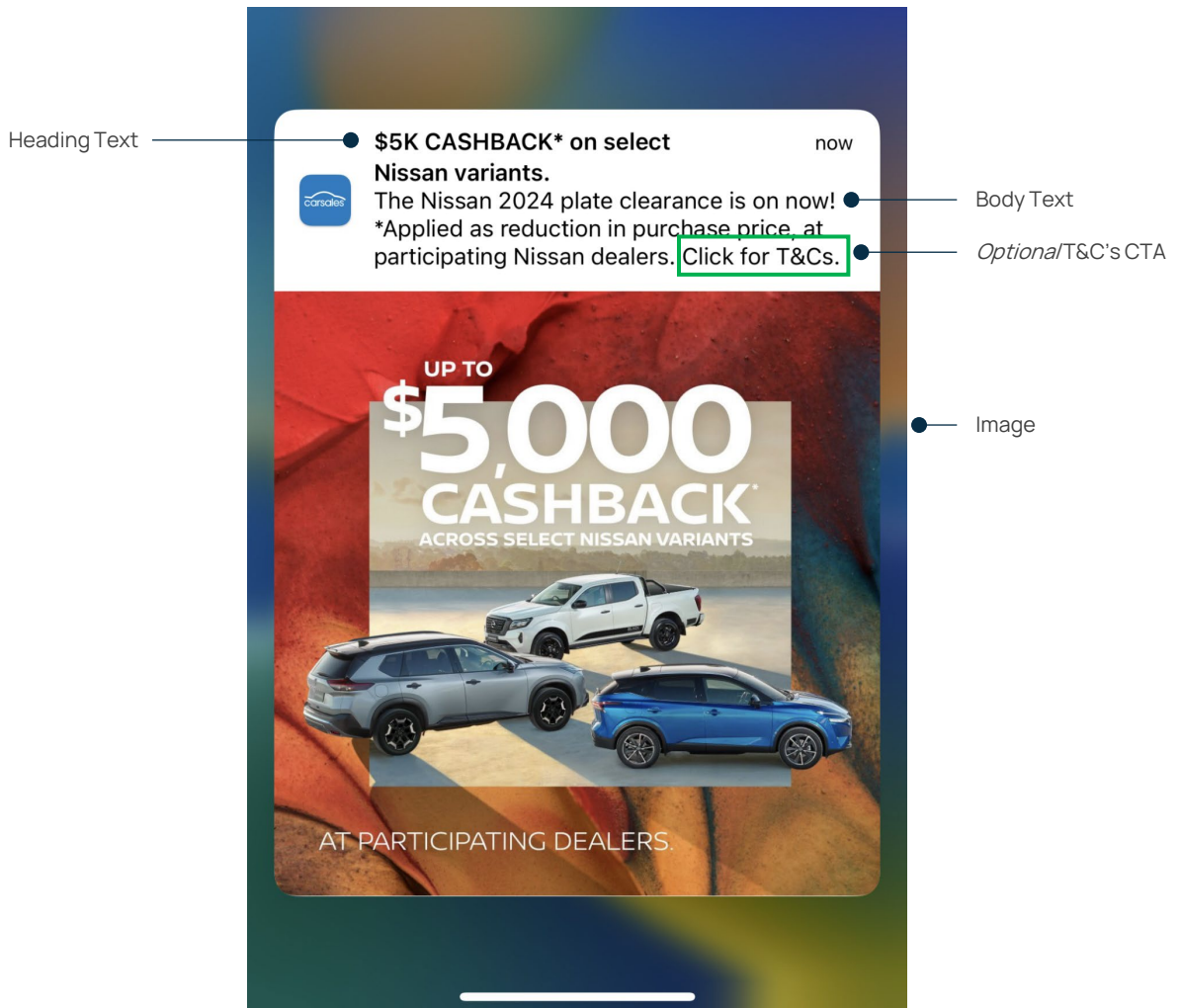# Push Notifications

Mobile/App Specifications

Overview

Our Push Notifications enable clients to connect directly to selected members through a message sent directly to their phone.

Simple and effective, reach our carsales iOS and Android app users and expand the reach of your campaign.

Specifications

Heading Text:	Max 40 characters (including spaces & emojis)
Body Text:	Max 150 characters (including spaces & emojis)
Image Size:	**iOS –** 1038 x 1038px
	Android – 1024 x 512px
Call to Action 1:	Link Text & URL with tracking
T&C's Call to Action *(optional)*:	Link Text & URL with tracking

Heading Text

$5K CASHBACK* on select Nissan variants.
now

The Nissan 2024 plate clearance is on now! *Applied as reduction in purchase price, at participating Nissan dealers. Click for T&Cs.

Body Text

Optional T&C's CTA

UP TO
$5,000 CASHBACK*
ACROSS SELECT NISSAN VARIANTS

AT PARTICIPATING DEALERS.

Image

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	REQUIREMENTS
Heading Text	Mobi & App	N/A	N/A	N/A	Max 40 characters (including spaces & emojis)
Body Text		N/A	N/A	N/A	Max 150 characters (including spaces & emojis)
Image		**iOS** 1038 x 1038px **Android** 1024 x 512px	JPEG or PNG	Max 5MB (optimal size less than 2MB)	N/A
CTA Text		N/A	N/A	N/A	CTA text & URL with tracking. Can have up to 2 x CTA's & URL's. *Optional:* T&C's text & URL

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.