carsales
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Carsales Carousel

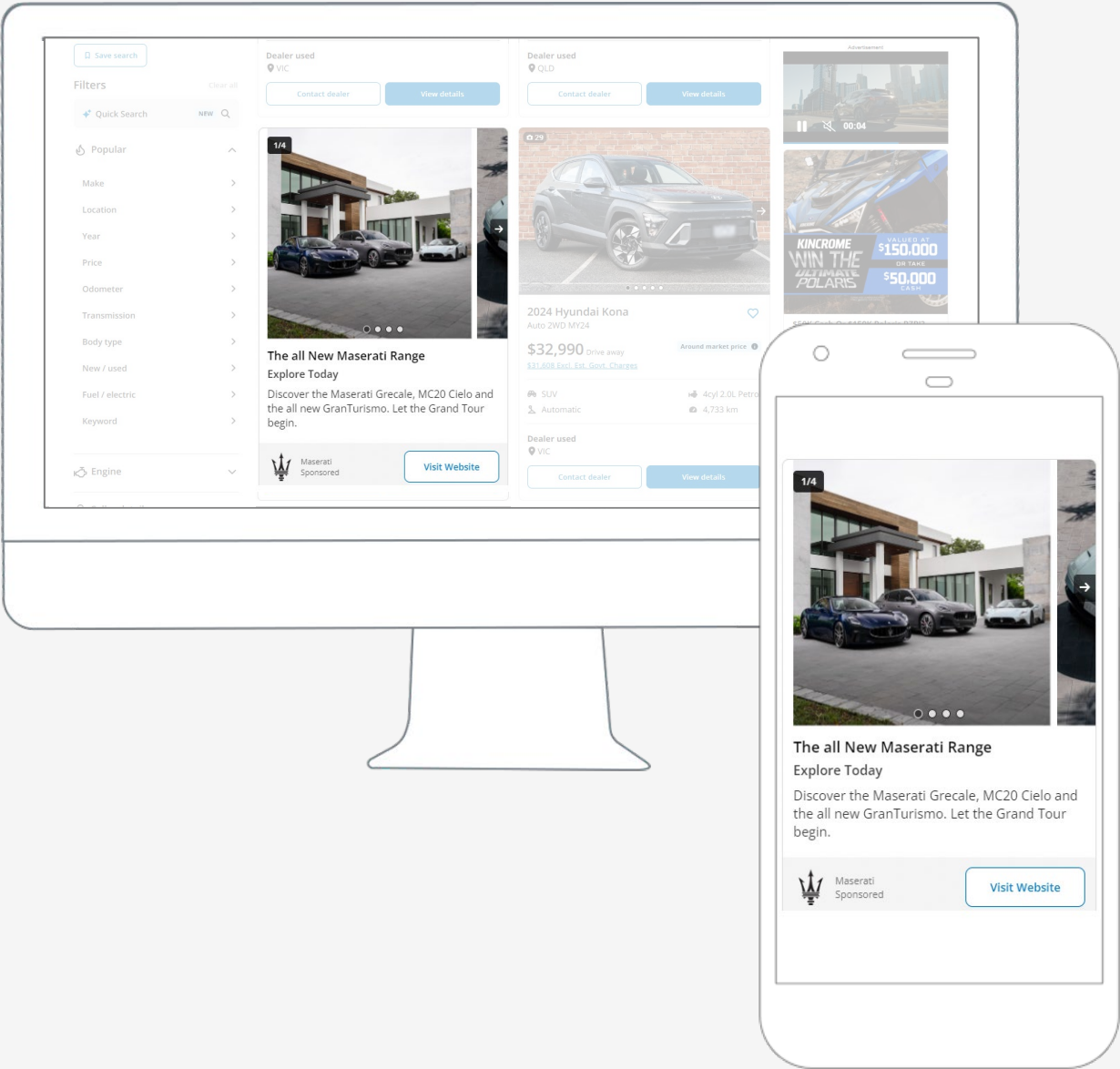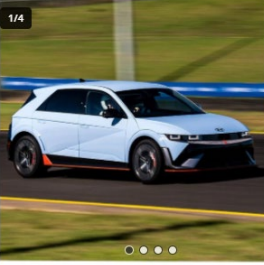Desktop / Mobile / App Specifications

Overview

Designed to showcase your brand, product or content to a relevant, in-market audience at scale.

Carsales Carousel includes a native ad unit that features multiple cards giving you the opportunity to tell your story from different angles or with multiple messaging.

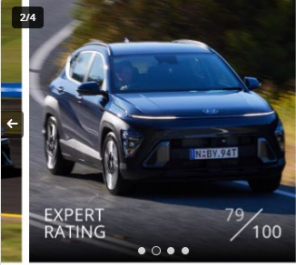Leverage a highly qualified intender audience, on and off the carsales network.

Card 1/4

Straight outta the future

Hyundai IONIQ 5 N

Hyundai has made a splash in recent years following a major makeover, do these make your wish list?
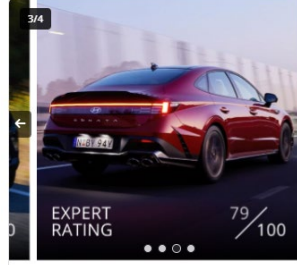
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Read more

Card 2/4

Hyundai Kona Hybrid

Is the first Hybrid Kona a win?

Hyundai has made a splash in recent years following a major makeover, do these make your wish list?

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Card 3/4
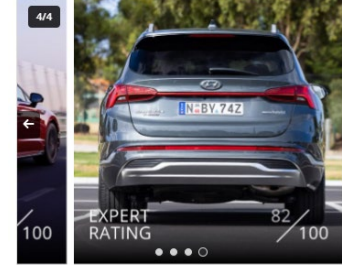
Sonata gets a major makeover

Hyundai Sonata N Line 2023 Review

Hyundai has made a splash in recent years following a major makeover, do these make your wish list?
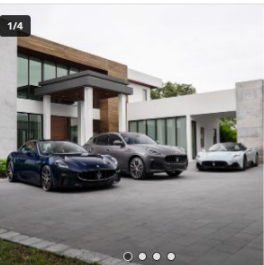
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Read more

Card 4/4

A better alternative to petrol?

Hyundai Santa Fe Hybrid Highlander

Hyundai has made a splash in recent years following a major makeover, do these make your wish list?

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Read more

Maserati 1/4

The all New Maserati Range

Explore Today

Discover the Maserati Grecale, MC20 Cielo and the all new GranTurismo. Let the Grand Tour begin.

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Maserati 2/4

The all New Maserati Range

Explore Today

Discover the Maserati Grecale, MC20 Cielo and the all new GranTurismo. Let the Grand Tour begin.

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Maserati 3/4

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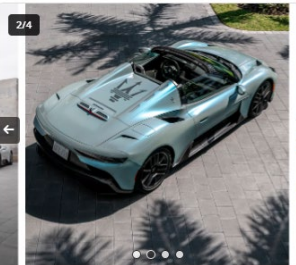
Maserati Sponsored

Visit Website

Maserati 4/4

The all New Maserati Range

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Discover the Maserati Grecale, MC20 Cielo and the all new GranTurismo. Let the Grand Tour begin.
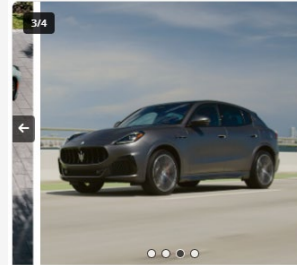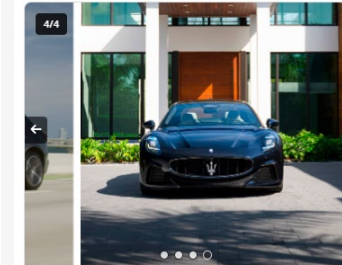
Maserati Sponsored

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Carsales Carousel Specifications

Logo: 100 x 100px, white transparent background
Card Images: 627 x 627px, minimum of 3 cards (one image per card).
CTA Text: 18 characters (inc spaces)
Headline Text: 30 characters (inc spaces), 1 per card.
Sub-headline Text: 30 characters (inc spaces), 1 per card.
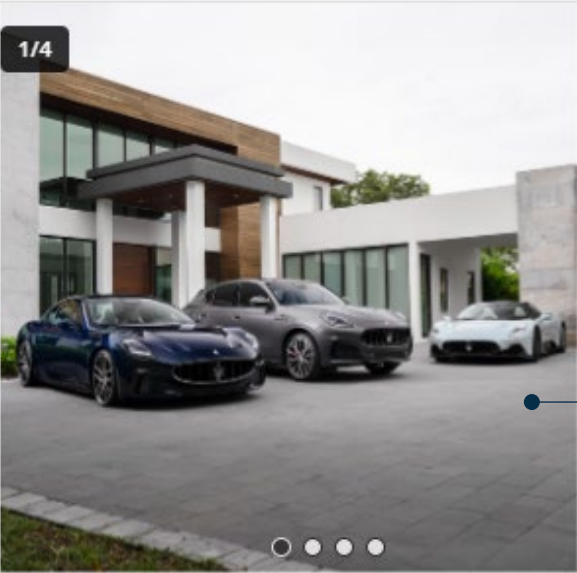**Body Text:** 110 characters (inc spaces), 1 per card.

Carsales Carousel Template

Download the Excel template here: Carsales Carousel Template

PLEASE NOTE
The card counter located in the top left corner is overlaid in this position.
Please take note of this when inserting any copy or logos into your images.

Card Image

Headline Text

Sub-headline Text

Body Text

Logo Image

CTA Text

Carsales Carousel Off-Network Design
(Optional)

CARSALES BRANDED SOCIAL: FACEBOOK

carsales.com.au Featured Cars
Written by Audience360 [?] · 17 June at 15:50 · 🌐

Head north, south or inland. The day trip options near Sydney are endless, so here's five to get you started, thanks to MINI.

CARSALES.COM.AU
Five towns to road trip near Sydney
Start planning your adventure

Learn More

carsales.com.au Featured Cars
Sponsored (demo) · 🌐

Plan your weekend getaway and Go Your Own Way with some of our favourite weekend drives and destinations, thanks to the Isuzu MU-X

CARSALES.COM.AU
Escape to these top five island drives
Islands are surrounded by water, which you'd think rules...

Learn More

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GEMINI (YAHOO) NATIVE

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📧 Mail   Coronavirus   News   Finance   Sports   NBA Fantasy   Lifestyle   Entertainment   Weather

Six Aussie hotspots to avoid amid new outbreaks

MasterChef star's 'secret advantage' revealed

Troll's shocking comment on pic of footy star's family

Wife's brutal act in Aussie star's marriage breakdown

Shocking photos after explosive new coronaviru...

Celebrity Yahoo News Australia
Teen dies after fatal act during sleepover with friends
Bradley Mair died after trying chroming with his friends – now his mother Corinne is calling for change.

Sponsored   Rent My Berth
Mooring and Berth rentals made easy
Rent My Berth offers a central marketplace to everyone, allowing an easy experience for both renters and owners.

Science Yahoo News Australia
'Lost for words': Diver's disturbing discovery off coast
The diver said most people would get out of the sea immediately, but he chose to stay and film what he found.

On-Network

PLACEMENT	DIMENSIONS	FORMAT	IMAGE SIZE	REQUIREMENTS	DEVICES
Logo Image	100 x 100 px	PNG or JPEG	100kb	Logo must be on a white or transparent background	Mobile iOS (Tablet and Mobi)
Card Images	627 x 627 px	PNG or JPEG	100kb	Minimum of 3 cards, 1 image required per card	
CTA Text	N/A	18 characters (inc spaces)	N/A	1 per ad-unit	
Headline Text	N/A	30 characters (inc spaces)	N/A	1 per ad-unit or 1 per card	
Sub-headline Text	N/A	30 characters (inc spaces)	N/A	1 per ad-unit or 1 per card	
Body Text	N/A	110 characters (inc spaces)	N/A	1 per ad-unit or 1 per card	

Off-Network

PLACEMENT	DIMENSIONS	FORMAT	IMAGE SIZE	REQUIREMENTS	DEVICES
Card Image	1200 x 627 px 1080 x 1080 px	PNG or JPEG	100kb	Minimum of 1 Card Image required for ad-unit	Desktop, Mobile iOS & Android (Tablet and Mobi)

* The Off-Network Extension is only available with Carsales Carousel Plus. Please check with your campaign manager before providing assets. We only need the above additional assets to scale your campaign across Facebook, Instagram and Gemini.

Placements

- **Mobi –** carsales, bikesales, boatsales, caravancampingsales, trucksales, farmmachinerysales, constructionsales.
- **App –** carsales, bikesales, boatsales, caravancampingsales, trucksales.
- **Desktop –** carsales.
- Off-Network extension unavailable for constructionsales.
- Run of Site targeting required for Off-Network.

Requirements

- Minimum 3 cards required (maximum 6 cards).
- 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 (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.