



Auto Unmissable High Impact

Desktop & Mobile / App Specifications

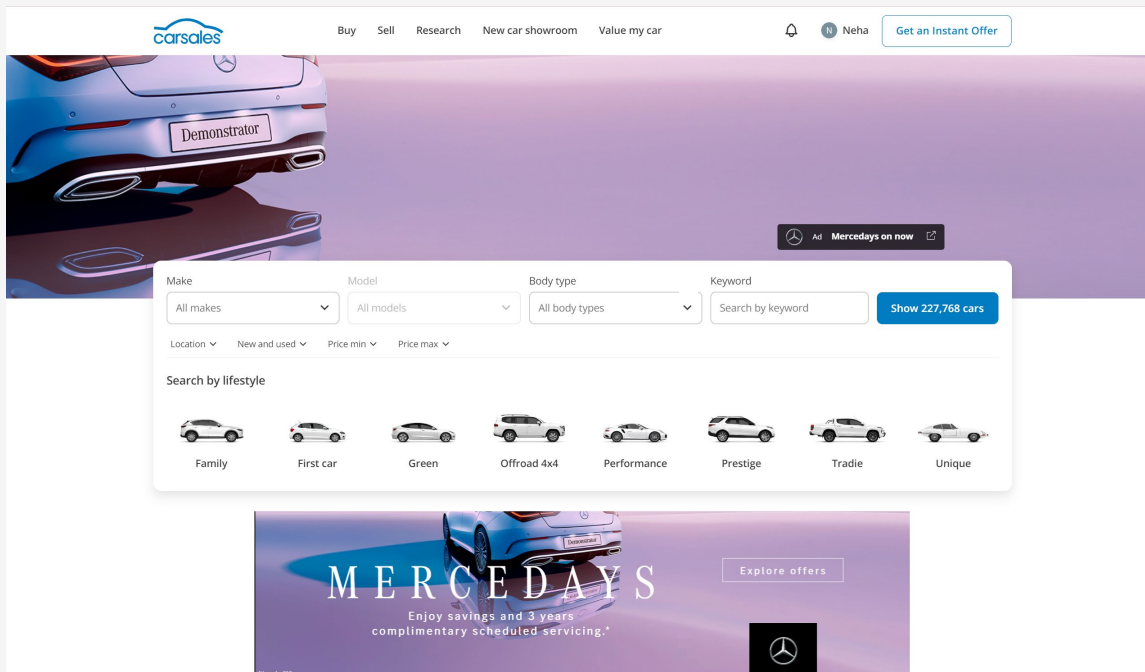
SEPT 2025

Overview

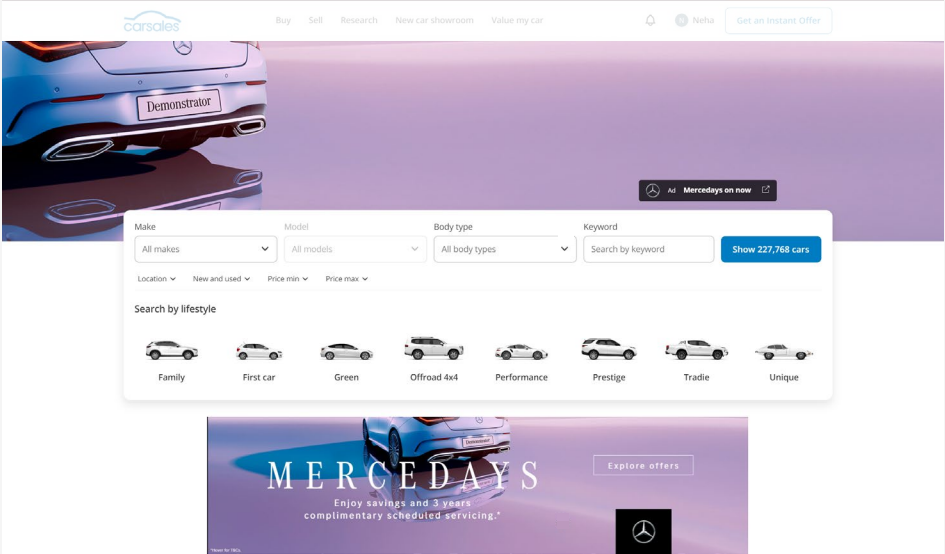
The carsales Homepage product has been the gateway to the largest new car marketplace in Australia for years, reaching over 450,000 UBs each day.

This top-of-the-funnel product provides maximum reach and high impact for brand executions, retail campaigns or model support by taking ownership of the homepages across the carsales automotive network – carsales and Redbook.

In the new design, the high impact experience includes a large hero image of the sponsor's choice, the sponsor's logo, billboard banner for desktop and standard IAB ad units (all devices). Please see the below examples of different types of hero images you can use for your brand.



DESKTOP



1

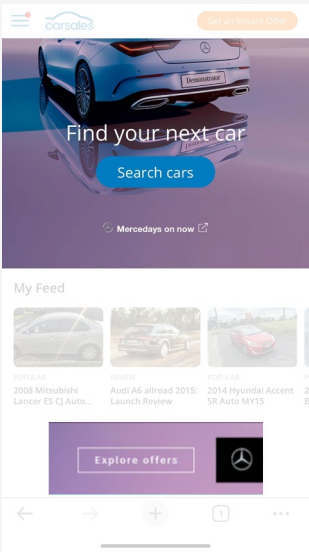
Hero Image

2

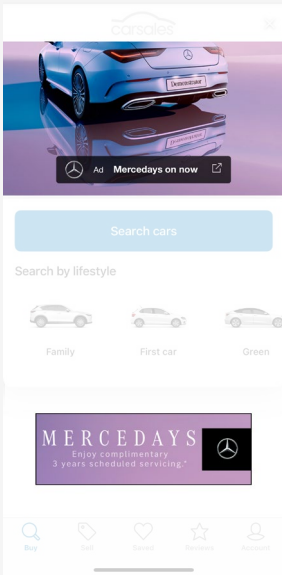
Billboard Banner

MOBILE / APP

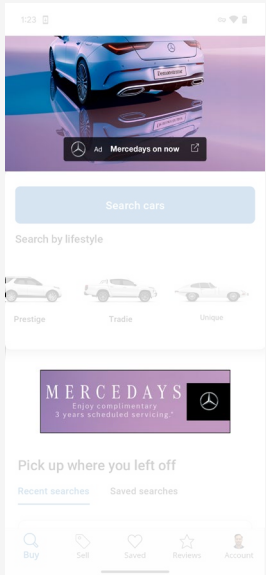
Mobi Web



iOS App



Android App



1

Hero Image

2

Mobile Banner

The 'Hero Image' offers advertisers an integrated, native platform delivering an immersive experience for consumers, driving brand and model consideration in the most viewable position on the network.

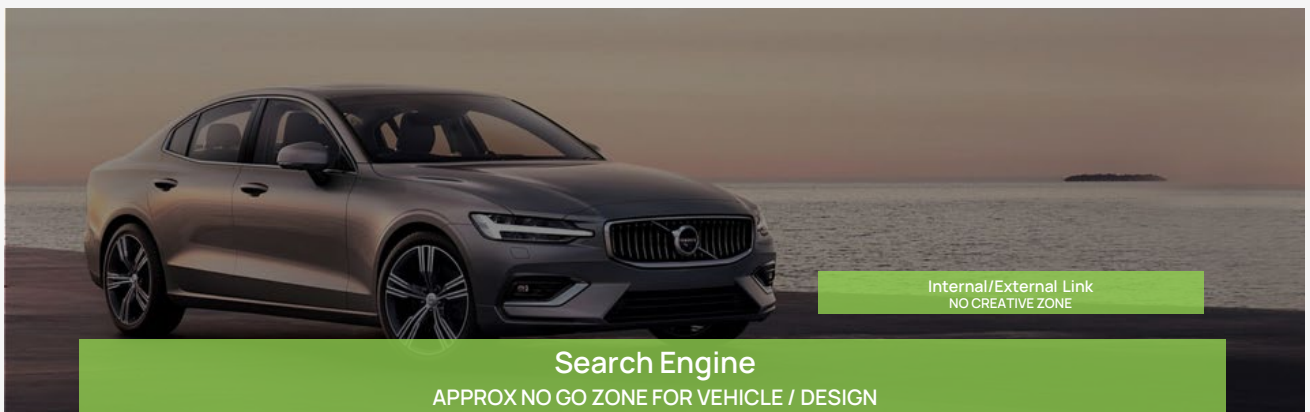
The homepage interface elements need to appear clearly with the hero image. At least half the image should contain negative space to create balance with the interface elements.

carsales will build and host the native 'Hero Image' placement and can supply an image from our creative library if required.

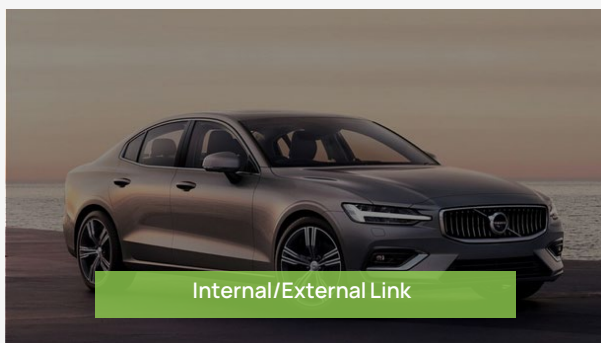
If a visual device is used in the image, it's best if this only takes up one quarter of the space. No retail messaging, text or logos can appear in the hero image.

Lifestyle, landscape and auto-related images drives the best engagement with our audience. Please see the next page for the full set of guidelines, best practice and dimensions for all platforms.

DESKTOP

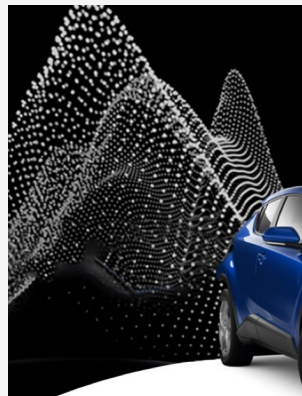


MOBILE / APP



Hero Image Guidelines & Best Practice

- The image showcases a scene with a vehicle, landscape and/or lifestyle image, but does not include any retail messaging, text or logos.
- Naturally lit images without high contrast, shadows or reflections to compliment the search interface.
- A separate image for desktop and mobile can be used for the best layout format.
- Visual devices can be used as per below, but must not take up more than one quarter of the hero image total space.
- Use of a solid colour is not permitted.
- carsales will have final say and approval as to what images can be used.



Hero Image Specifications

Please supply the following sizes:

Desktop size: 1920px (w) x 600x (h)

Mobile/app size: 800px (w) x 450px (h)

File format: JPEG Max 300kb

Text link: max 35 characters

Text-link Specifications

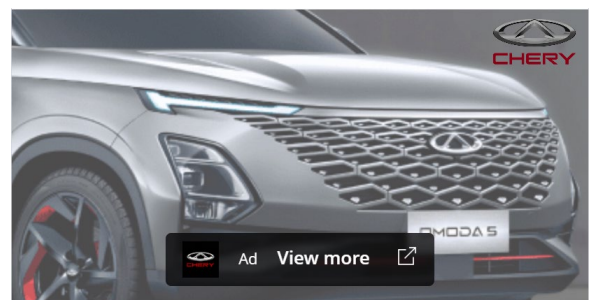
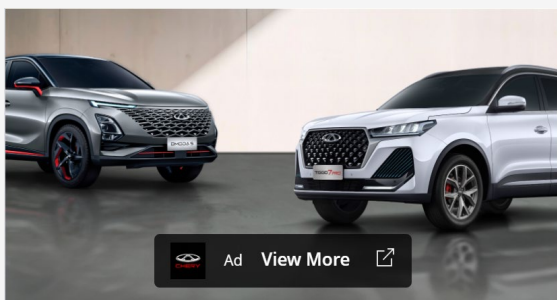
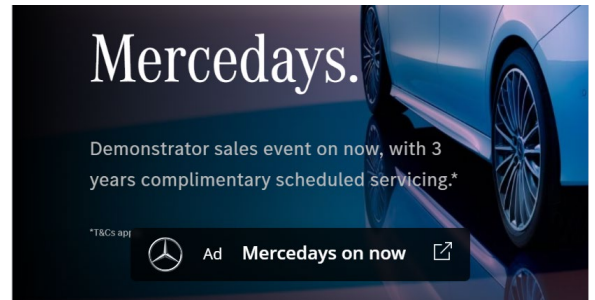
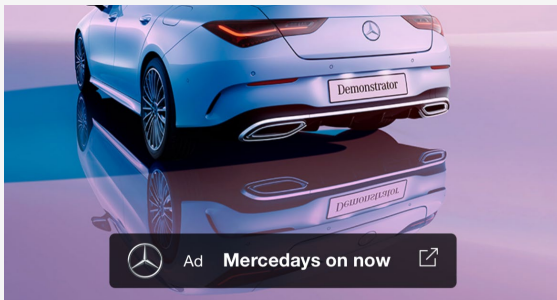
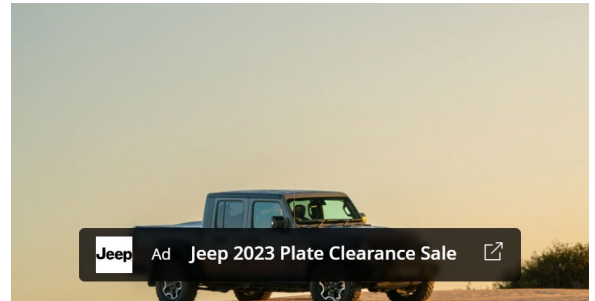
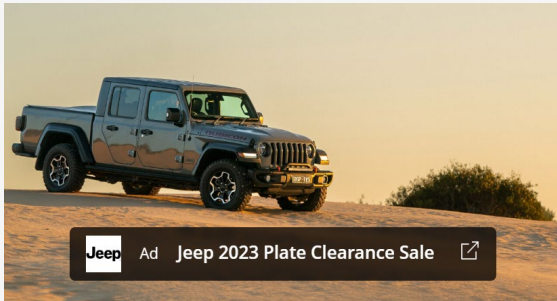
A text-link will also appear in the bottom left corner of the image with your logo and will link either internally to a carsales model page, brand page or new car search result, or externally to your chosen page. carsales will determine the font and colour of the typeface. Please see the character limits below for both internal and external links, and logo specifications are on the next page.

Your choice of either headline:

Internal link: Discover [Year] [Make] [Model]

External link: (max 35 characters)

DO ✓



Homepage & Standard banner requirements

- Animation length: 30 seconds max, Frame rate: 24 fps, Looping: allowed.
- Creative with a white or light coloured background must include a 1px border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined edges.
- Creative must include click tags for publisher tracking.

Video Specifications

Video can be used in the standard banner placements. This does not include the hero image.

Polite Load

File Size: 1MB

Length: 15 seconds (autoplay without sound)

Format: MP4

Video Ratio: 3:2, 16:9 or 1:1

Quality: 720p or above

User initiated video

File size: 3MB

Length: Up to 60 seconds

Format: MP4

Video Ratio: 3:2, 16:9 or 1:1

Quality: 720p or above

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 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

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, the below creative timelines must be followed:

- **5 working days** for rich media and standard creative

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.

Hero Image Template

Download the working Adobe Photoshop template here: [Hero Template](#)

Template Instructions

1. Double click on 'Place desktop image inside here' and it will open up a new tab.
2. Import your creative.
3. Save image.
4. Return to the original tab to see how your image will look in situation with the search navigation interface.
5. After you are happy with how it will appear, double click back into 'Place desktop image inside here' and export the image.
6. Repeat for mobile 'Place mobile image inside here'.

Please note that although our Photoshop template does represent several responsive screen size widths, we can not cater to all sizes.

Desktop

2560x1440px

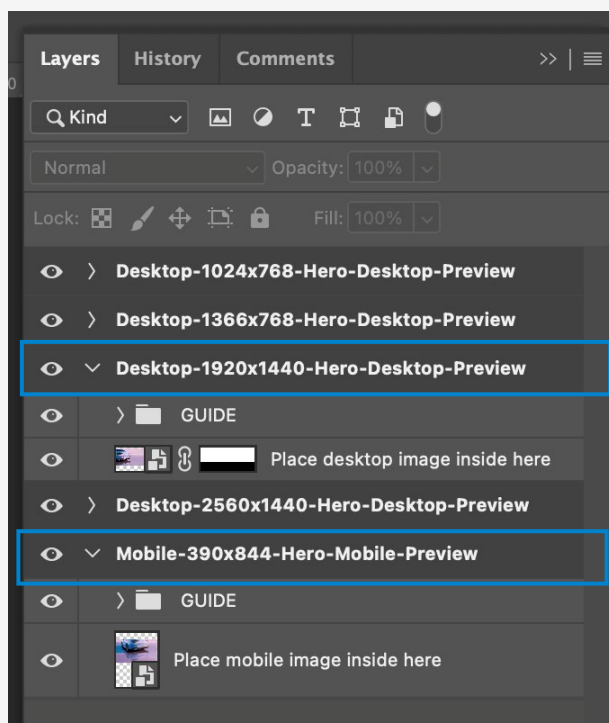
1920x1080px (Top screen resolution size of users to carsales on desktop)

1366x768px

1024x768px

Mobile

390x844 (Top screen resolution size of users to carsales on mobile device)



1

Place creative here

1

Place creative here

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	INITIAL BANNER LOAD	POLITE LOAD	USER INITIATED VIDEO	THIRD PARTY TRACKING
Hero Image (page 5)	Desktop	1920x600px	JPEG or PNG	300kb	N/A	N/A	N/A	Site hosted – please supply impression tracking only
	Mobile / App	800x450px						
External Hero Image Text Link 1 Client website link OR Internal Hero Image Text Link 2 Carsales website link (page 5)	Desktop	Logo: 250x250px	Max 35 characters	Logo: 80kb	N/A	N/A	N/A	Site hosted – please supply click tracking
	Mobile / App		OR Discover [Year] [Make] [Model]					OR Site hosted – CS will confirm URL so click tracking can be supplied
Billboard Banner	Desktop	970x250px	HTML5, JPEG or PNG	80kb default image	100kb	1MB video (optional) can autoplay without sound, 15s max	3MB additional file for user initiated video, 60s max	Third party served
Standard Banners* (page 7)	Desktop	728x90px 300x250px 300x600px	HTML5, JPEG or PNG	80kb default image	100kb	1MB	N/A	Third party served
	Mobile / App	300x100px						



Unmissable

Desktop & Mobile Specifications

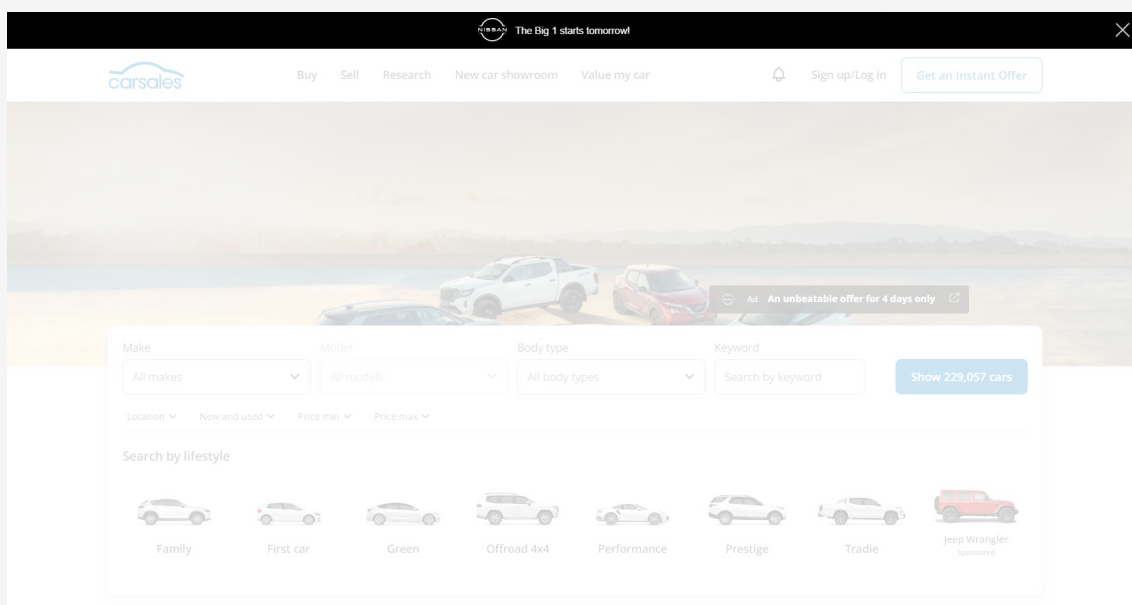
Overview

The Unmissable Sponsored Bar is a highly impactful yet native ad unit allowing advertisers from all categories to convey a message at scale in a user friendly manner.

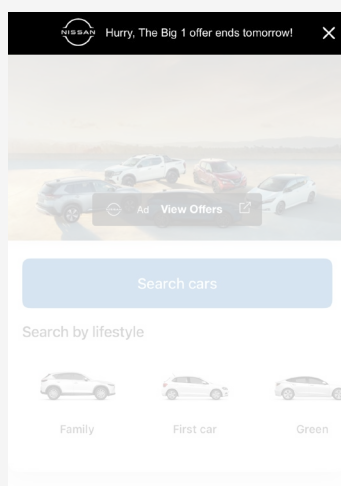
Unmissable Template

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

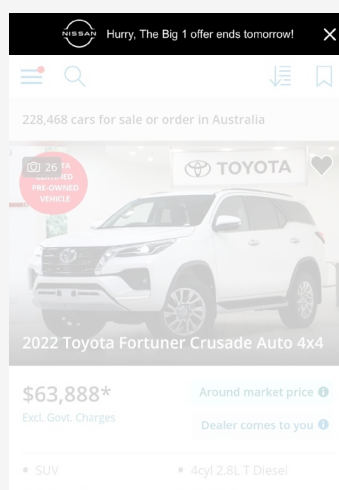
DESKTOP



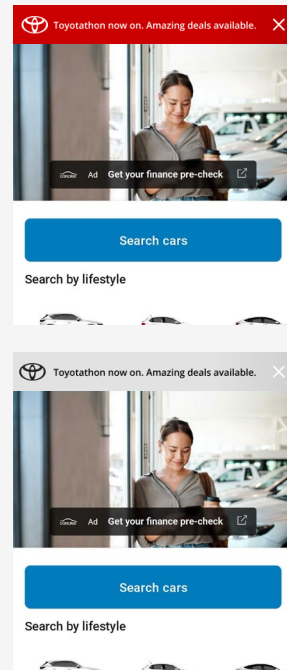
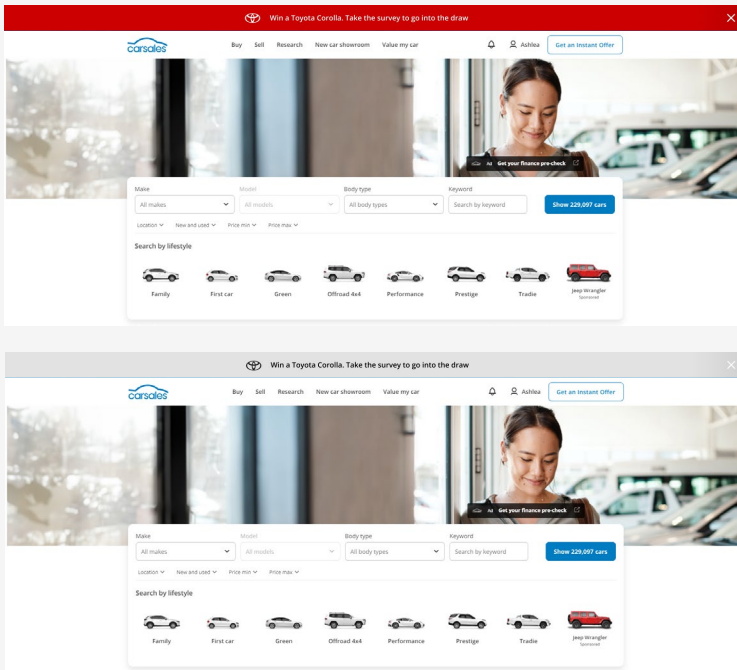
MOBI HOMEPAGE



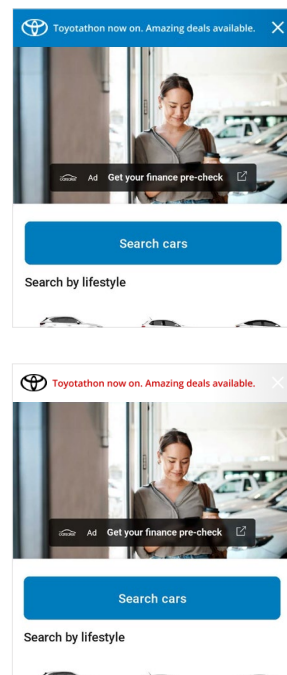
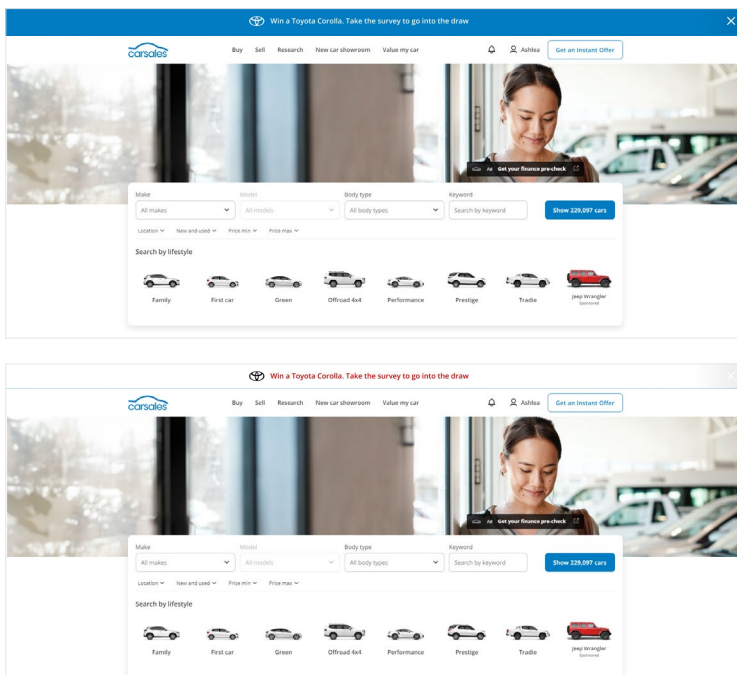
MOBI SEARCH RESULTS



DO ✓



DON'T ✗



Please note: backgrounds that are white or are similar to the relevant carsales network vertical colours may not be accepted as it may affect how much your Ad stands out.

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	FILE SIZE	REQUIREMENTS
Logo	Desktop & Mobile	1:1 Ratio	PNG	N/A	Transparent Background
Text		N/A	N/A	N/A	40 Character Limit (Inc. spaces) Text Colour: Must be white or black only
Font		N/A	N/A	N/A	Will be controlled by carsales
Colour		N/A	N/A	N/A	Colour to be supplied as a HEX Colour Code All background colours, (except white and the carsales network blue) are accepted

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.