



# Leisure & Industry High Impact Homepage

Desktop & Mobile / App Specifications

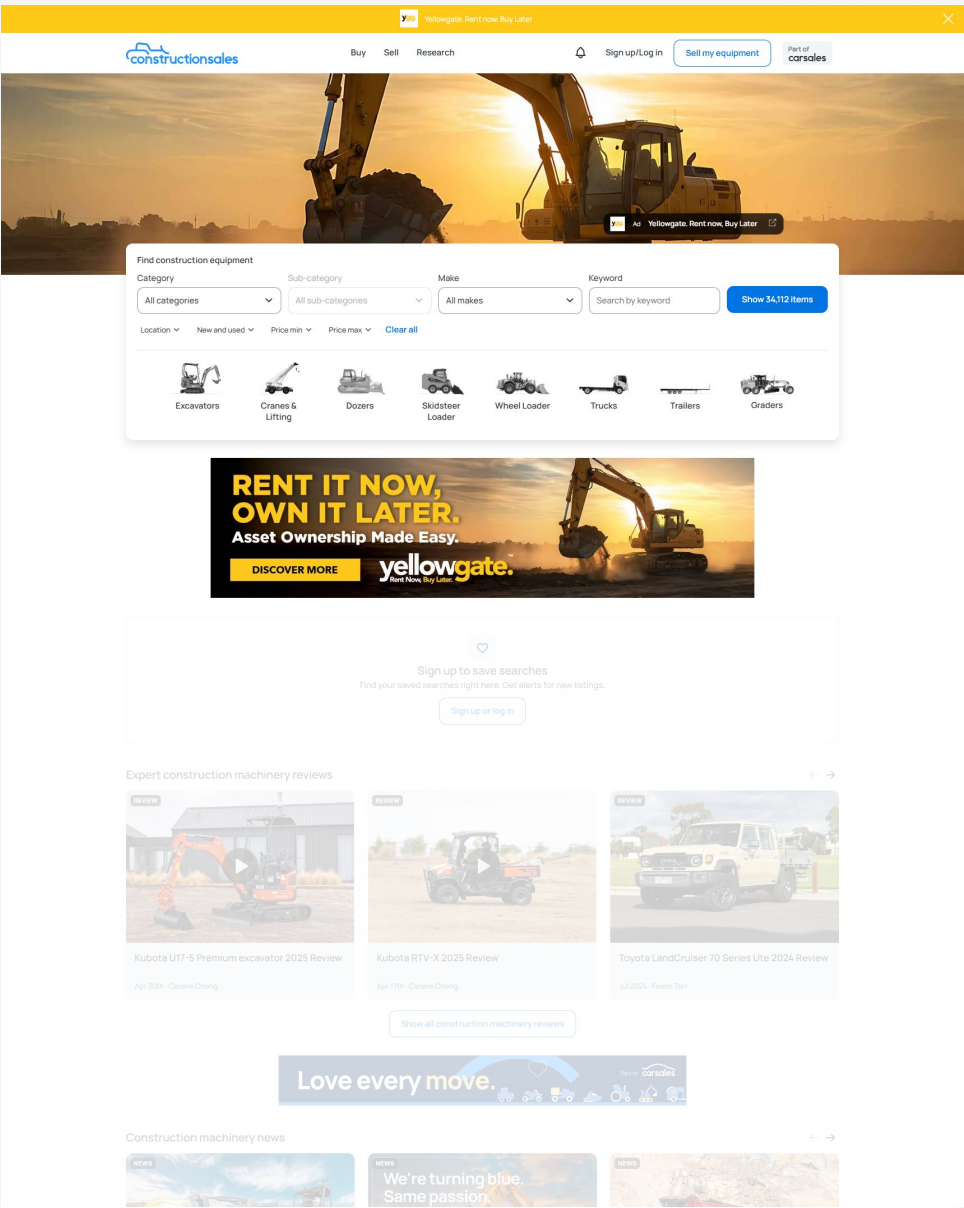
SEPT 2025



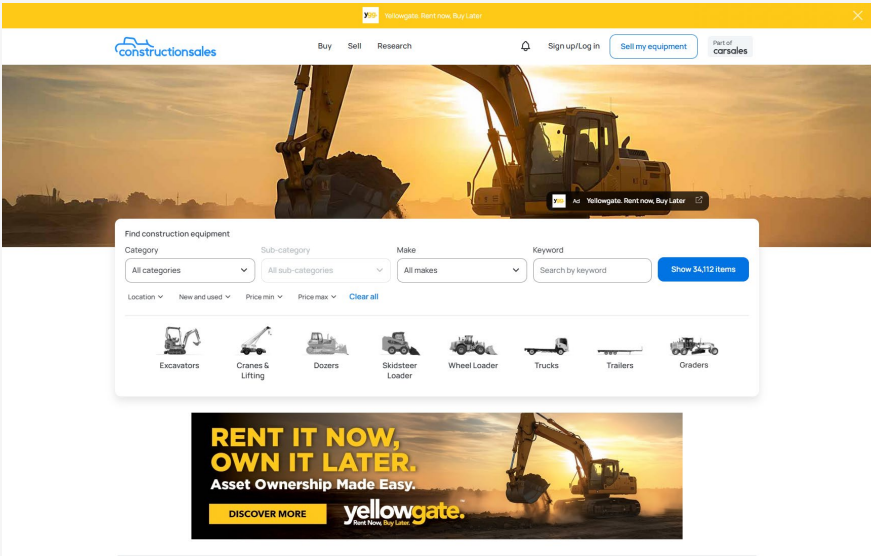
## Overview

The leisure and industry homepage is a top-of-the-funnel product which provides maximum reach and high impact for brand executions, retail campaigns or model support by taking ownership of the homepages.

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



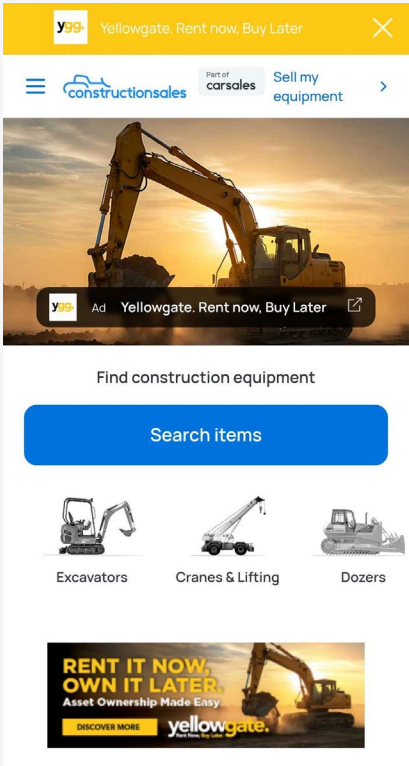
DESKTOP



1  
Hero  
Image

2  
Billboard /  
Standard  
Banner

MOBILE / 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. The top of the hero image must contain an 80px clear zone for the homepage navigation

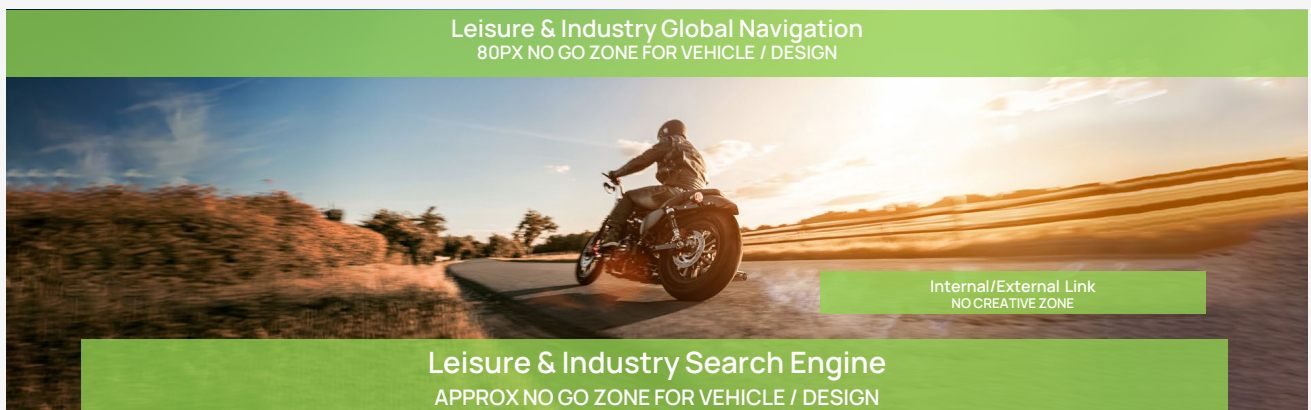
carsales will build and host the native 'Hero Image' placement and can supply an image from our creative library if required.

The focal point of the image must not intersect with the carsales search engine. This zone must be kept clear as per the below examples. A dark overlay is also applied to the hero image, allowing the search area and text to be more visible.

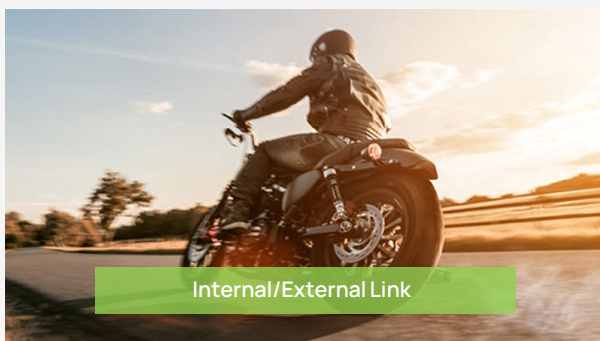
No retail messaging, text or logos can appear in the hero image.

Lifestyle, landscape and industry-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 your product, a 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.
- At least half the image should contain negative space to create balance with the interface elements.
- A separate image for desktop and mobile can be used for the best layout format.
- 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 for all verticals:*

**Desktop size:** 1920px (w) x 600x (h) **and** 1920px (w) x 686px (h)

**Mobile/app size:** 800px (w) x 450px (h) **and** 828px (w) x 621px (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 relevant model page, brand page or new (relevant leisure or industry) 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)

## 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](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

## 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: [Leisure & Industry 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

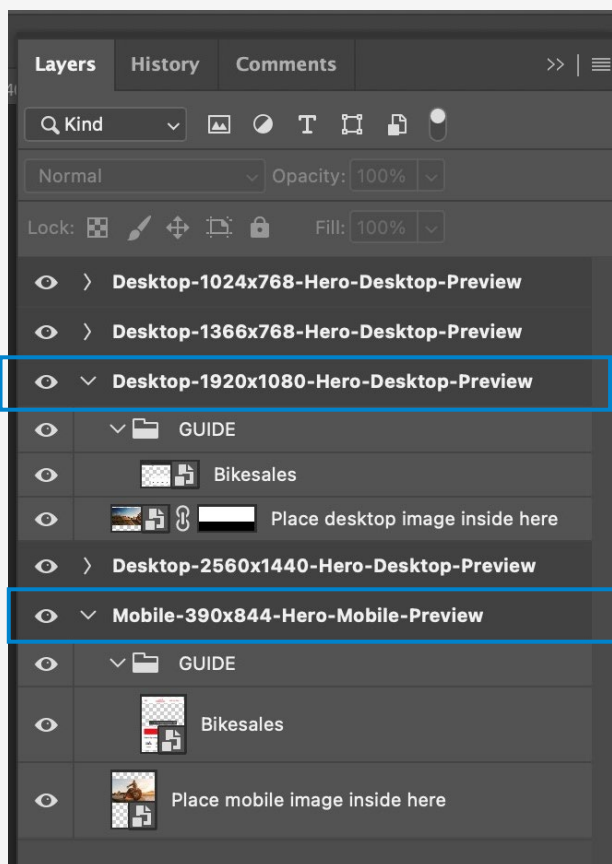
**1920x1080px** (Top screen resolution size of users to bikesales on desktop)

1366x768px

1024x768px

### Mobile

**390x844** (Top screen resolution size of users to bikesale 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 4)	Desktop	1920x600px <i>and</i> 1920x686px	JPEG or PNG	300kb	N/A	N/A	N/A	Site hosted – please supply impression tracking only
	Mobile / App	800x450px <i>and</i> 828x621px						
External Hero Image Text Link 1 Client website link  OR Internal Hero Image Text Link 2 Carsales website link (page 4)	Desktop	Logo: 250x250px	Max 35 characters	Logo: 80kb	N/A	N/A	N/A	Site hosted – please supply click tracking or external links  OR If site hosted – CS will confirm URL so click tracking can be supplied
	Mobile / App		OR Discover [Year] [Make] [Model]					
Homepage Banners	Desktop	970x250px  OR 728x90px	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
	Mobile / App	300x100px						
Standard Banners*	Desktop	728x90px 300x250px 300x600px	HTML5, JPEG GIF or PNG	80kb default image	100kb	1MB	N/A	Third party served
	Mobile / App	300x100px						





# Unmissable Intermediate or Advanced Package

Desktop & Mobile Specifications

# Unmissable

(Intermediate or Advanced Package)

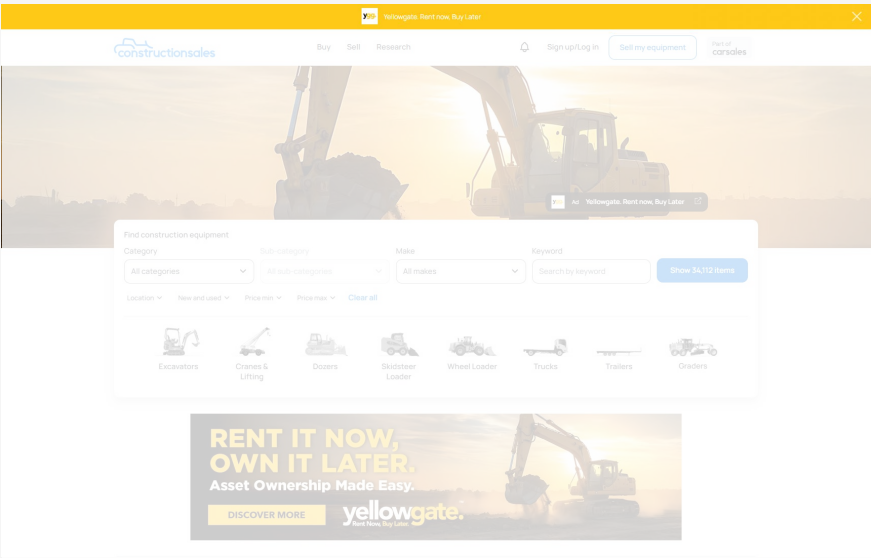
## Overview

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.

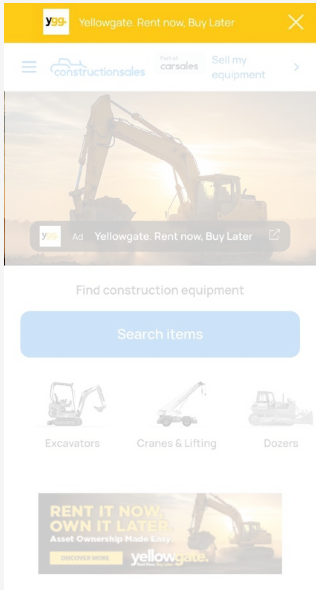
## Unmissable Template

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

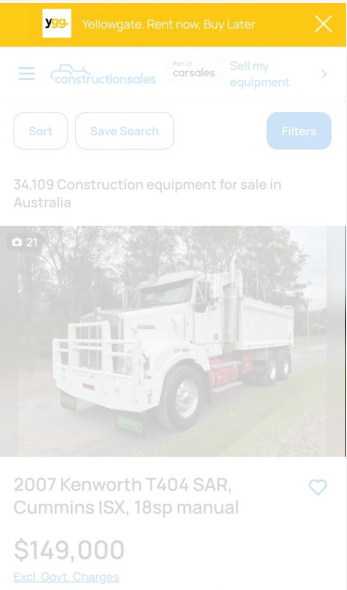
## DESKTOP



## MOBI HOMEPAGE



## MOBI SEARCH RESULTS



PLACEMENT	DEVICE	DIMENSIONS (w x h) px	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) <b>Text Colour:</b> 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

## Creative Guidelines

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

## 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 **10 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.



# Roadblock Advanced Package

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	300x250 300x600 728x90	JPEG, GIF 80 KB Max	HTML5 100 KB Max
Mobile & App	300x100 300x250	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 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](#)

### 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

DEVICE	BANNER DIMENSIONS (w x h) px	BACK UP IMAGE	INITIAL BANNER LOAD	POLITE LOAD OR USER INITIATED EXPANSION	USER INITIATED VIDEO
Desktop	300x250 300x600 728x90	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
Mobile & App	300x100 300x250	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.

### 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](#)

## 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

## Expandable Banners

- Initial banner must include a clear call to action, eg: click to expand
- Ad expansion must be user initiated upon user click/tap. Hover or Rollover must not be used as actions for ad expansion.
- Expanded panel must include a clearly displayed close button

## 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.