



# Non-Auto High Impact

Desktop & Mobile / App Specifications

AUG 2025

## Overview

High Impact is now available to non-auto brands, giving you the opportunity to maximise visibility and reach car shoppers at scale, in a trusted, brand safe environment.

Through high Impact placements, ranging from skins, native headers, sticky footers and off-network amplification, you can look to capture attention, increase consideration and drive brand recall.

The image displays four screenshots illustrating the 'Wrangle any job' native high impact placement across different devices and contexts:

- Desktop View:** A banner ad for 'Wrangle any job' is positioned above the search results for '125 Maserati cars for sale in Australia'. The ad includes a red star logo and text: 'Wrangle any job. Purchase new or used cars and equipment for your business, with equipment loans and financing available for vehicles including utes, vans and more. Discover it.'
- Mobile App View (Left):** The ad is integrated into the search results flow, appearing as a native header above a car listing for a '2021 Maserati Levante 350 Auto MY21'.
- Mobile App View (Right):** Another mobile app view showing the ad integrated into the search results flow, appearing as a native header above a car listing for a '2021 Maserati Levante 350 Auto MY21'.

The car listings shown in the mobile app views include the following details:

- 2021 Maserati Levante 350 Auto MY21**
- \$167,688** (Drive Away)
- Dealer New** (SA - Solitaire Parkside)
- Specifications:**
  - SUV
  - Automatic
  - 6cyl 3.0L T Petrol
  - Built: May 2021

## Native High Impact AI

AI-enhanced, high-impact creative is not part of the standard High Impact package. This is included at an additional investment. If unsure, please check if this has been included in the campaign.

## 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 green banner featuring three lifestyle images of people and an H&R BLOCK advertisement with the text 'Maximise your tax refund' and a 'Discover it' button. The main content area shows a search filter on the left with 'Mitsubishi' selected. The central part displays two car listings for Mitsubishi Triton: a 2023 model in orange and a 2024 model in blue. Each listing includes a photo, price (\$54,990 and \$59,990 respectively), and 'Contact seller' and 'View details' buttons. On the right, there's a 'Sort by' dropdown set to 'Featured' and another H&R BLOCK advertisement with the text 'Maximise your tax refund your way'.

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Native High Impact	Mobile / App	Header Skins 1940x500px  Floating Footer 1065x210px	JPEG or PNG	100KB max	A hex code & logo is only required for the Side Skins.
	Desktop	Header Skins 3840x500px		300KB max	
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).



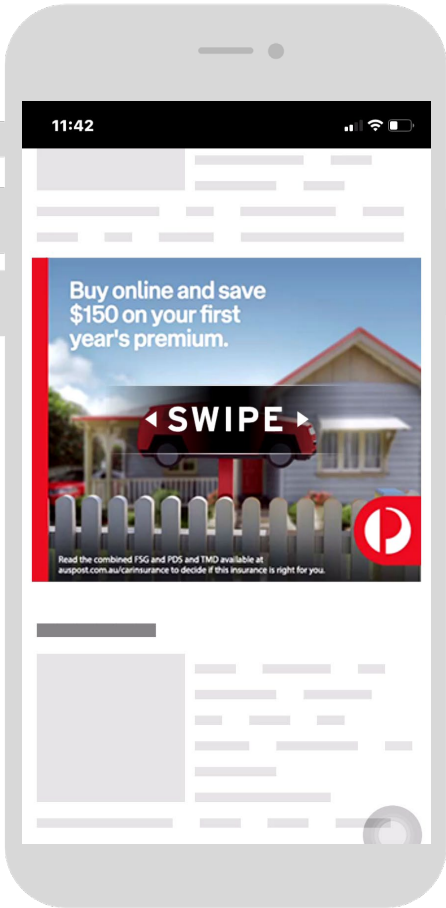
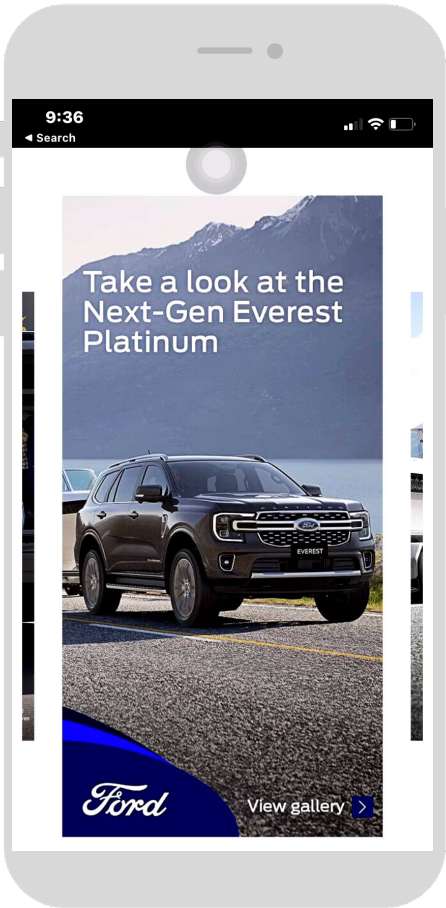
# XT Custom Display

Desktop & Mobile / App Specifications

Overview

A high-impact custom display product, produced by a 3<sup>rd</sup> party partner, using animated and engaging executions that grab users attention to increase awareness and consideration.

Targeted reach of premium 1<sup>st</sup> and 2<sup>nd</sup> party audiences across premium brand sage environments.



## Checklist

- Choose a creative execution from the below options
  - Big Reveal, Cards, Carousel, Compare, Cube, Limelight, Pages
  - Link to [creative execution examples](#)
- Supply creative based on the number of frames you are intending to use.
  - **Big Reveal and Compare:** 2 frames (fixed 2 frames, Surface frame and Underlay frame)
  - **Cards:** 2-6 frames
  - **Carousel:** 3-4 frames
  - **Cube:** 4 frames (fixed)
  - **Limelight:** 3-6 frames + optional background
  - **Pages:** 2-5 frames
- Assets for each size must be supplied in min 2x the output size. See below for example.
  - 300x100px = supply 600x300px
  - 300x250px = supply 600x500px
  - 300x600px = supply 600x1200px
  - 728x90px = supply 1456x180px

*Big Reveal and Pages use 300x150, 300x250 and 300x600*

*Cards, Carousel, Compare, Cube and Limelight use 300x150, 300x250, 300x600 and 728x90*

## Requirements

- Assets must be provided as a Hi-resolution image
- Max 100kb per frame
- Landing page URL (UTM to be included) or click-tracker are required

## PSD Template

Please reach out to your Account Manager or CarsalesXT representative if you require the PSD template.

## 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.