



Leisure & Industry Brand Sponsorship

Desktop & Mobile / App Specifications

Please refer below to the summary of all creative assets required as part of the Leisure & Industry Brand Sponsorship.

All creative assets listed below are required to be supplied together to ensure there are no delays in the commencement of the campaign. Please note that delays in the supply of assets may hinder campaign results.

Click on the titles below for direct links to design references, guidelines and requirements.

Standard Banners	
Asset	Specifications
Display Banners	728x90, 300x250, 300x600, 300x100, 80KB Back Up, 100KB Banner Load, JPEG , GIF, HTML5, third party tags
Rich Media Banners <i>(optional)</i>	728x90, 300x250, 300x600, 970x250, 300x100, 80KB Back Up, 100KB Banner Load, JPEG, GIF, HTML5, third party tags, max 1MB Polite Load, max 3MB User Initiated Video
Native High Impact	
Header Skins <i>(Mobile/App)</i>	1940(w) x 500(h) px, 100KB, JPEG, PNG
Header Skins <i>(Desktop)</i>	3840(w) x 500(h) px, 300KB, JPEG, PNG
Floating Footer <i>(Mobile/App only)</i>	1065(w) x 210(h) px, 300KB, JPEG, PNG
Background Colour	Supply 1 x brand hex colour, excluding carsales blue (#007CC2)
Logo	250 x 250 px, Aspect ratio 1:1, PNG, 50KB, white or transparent background
Call to Action	Max 10 characters including spaces
URL	1 x click-through external URL or internal carsales URL
In Feed Video	
Video	768 px (min) – 1920px (max), 25MB, MP4, 6-15 secs, 16:9 aspect ratio
Logo	200 x 200 px, JPEG, PNG, white or transparent background
Call to Action	Max 18 characters including spaces
Title	Max 35 characters including spaces
Description	Max 108 characters including spaces
URL	1 x click-through external URL or internal carsales URL
Outstream Video	
Video	640 x 360 px (min), 1920 x 1080 px (max), 5MB, MOV, MP4, 6-15 secs, 16:9 Aspect Ratio
End Frame	640 x 360 px (min), 1920 x 1080 px (max), 100KB, JPEG, PNG, 16:9 Aspect Ratio
URL	Please supply click tracking / external click through URL or third-party vast tag

Carsales Card	
Asset	Specifications
Logo	1:1 Ratio, 100KB, JPEG, PNG, white or transparent background
Card Image	720(w) x 720(h) px, 100KB, JPEG, PNG
Card Text	Max 90 characters including spaces
Headline Text	Max 30 characters including spaces
Call to Action	Max 18 characters including spaces
URL	1 x click-through external URL or internal carsales URL
Carsales Carousel	
Logo	100 x 100 px, 100KB, JPEG, PNG, white or transparent background
Card Image	627 x 627 px, 100KB, JPEG, PNG, min 3 cards (one image per card)
Card Text	Max 18 characters including spaces
Headline Text	Max 30 characters including spaces
Sub-headline Text	Max 30 characters including spaces
Body Text	Max 110 characters including spaces
URL	1 x click-through external URL or internal carsales URL



Standard Banners

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	728x90 300x250 300x600	JPEG, GIF 80 KB Max	HTML5 100 KB Max
Mobile & App	300x250 300x100	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 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 black, white or light coloured background must include a 1 pixel grey 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](#)
- All creative sizes (across all devices) must be supplied to ensure there is no disruption to the user experience. Not providing all of the listed creative sizes may hinder campaign results.

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

Banner Dimensions (w x h) px	Back Up Image	Initial Banner Load	Polite Load	User Initiated Video
Desktop				
728x90	JPEG, GIF 80 KB Max	HTML5 100 KB Max	1 MB Max	3 MB Max
300x250				
300x600				
Mobile & App				
300x250 300x100	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. AMP based HTML creatives are not supported.

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 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](#)
- All creative sizes (across all devices) must be supplied to ensure there is no disruption to the user experience. Not providing all of the listed creative sizes may hinder campaign results.

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

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 **3 working days**.

All copy must adhere to the [carsales Network Creative 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.



Native High Impact

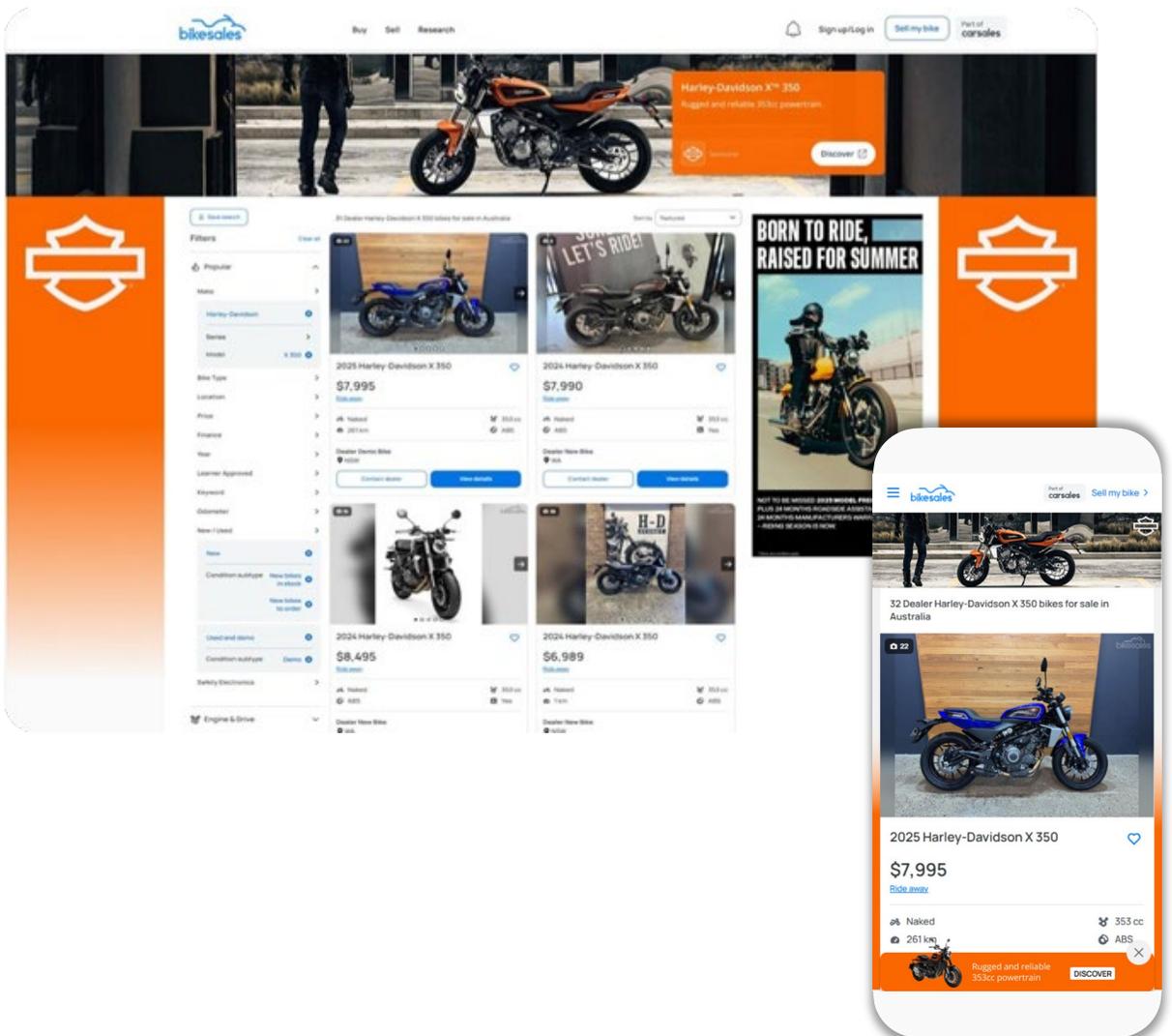
Desktop & Mobile / App Specifications

Overview

Brand Terms allows you to create more valuable interactions with your brand through the new High Impact Native formats.

The new Native formats, which run across Listings & Details pages, Editorial, New Car Showroom and Research pages, have been designed to make the creation of assets far more simplified as the one set of creatives can be re-purposed across all formats.

Please note, High Impact is not included as part of the 25% SOV Conquering Brand Terms.

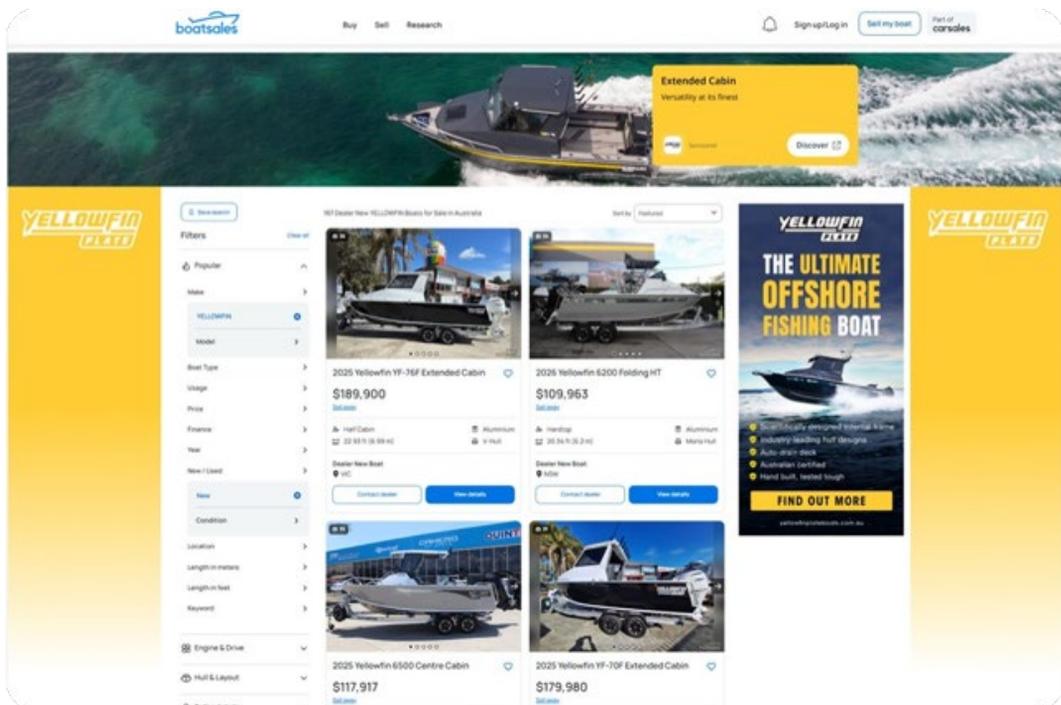


Native High Impact AI

In 2025, each OEM will receive one AI-enhanced, high-impact creative for both desktop and mobile web search results.

Guidelines (for standard or AI)

- 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 image should showcase a scene with a vehicle, landscape and/or lifestyle image, but not include any retail messaging, text or logos. Please refer to content designated areas in photoshop guide on [page 11](#).
- carsales will have final say and approval as to what images can be used.



Templates

Native High Impact Desktop Template

Download the working Adobe Photoshop template here: [Native High Impact Desktop Template](#)

Native High Impact Devices Template

Download the working Adobe Photoshop template here: [Native High Impact Devices Template](#)

Assets & Instructions

Assets Required

Please refer to specifications table on [page 12](#).

Template Instructions

Download the Native template instructions here: [Native Template Instructions](#)

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Native High Impact	Mobile / App	Header Skins 1940x500px Floating Footer 1065x210px	JPEG or PNG	100KB max	Header - please refer to Native Skins Photoshop template on page 11 for placement guides. Side Skins - A hex code & logo is only required.
	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

To ensure technical compatibility and approval, please allow **10 working days**.

All copy must adhere to the [carsales Network Creative 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.

Requirements

Creatives can be updated/changed over, once every 3 months / per quarter (if required).

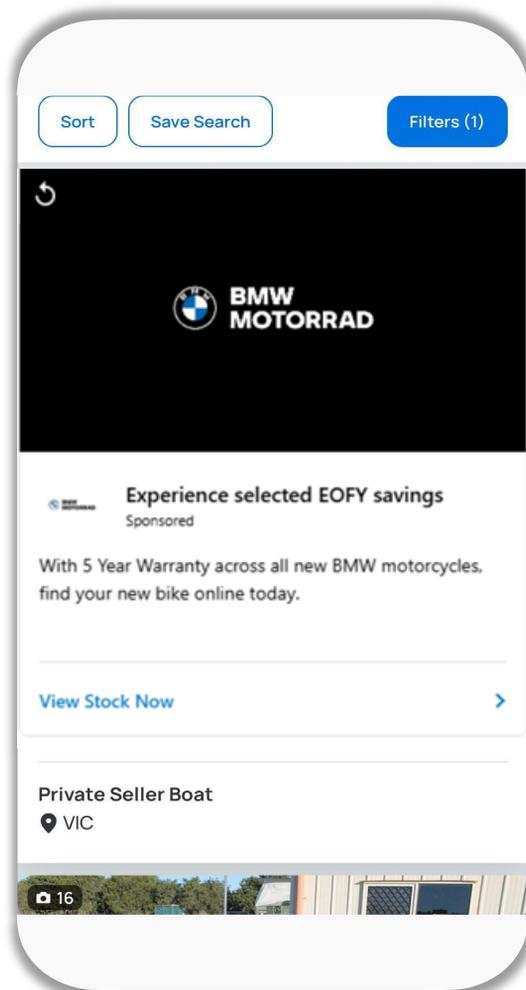


In Feed Video

Mobile Specifications

Overview

In-Feed video enables marketers to deliver brand and retail messaging within premium context at scale and offers a compelling new avenue to amplify your digital content or TVC.



Video Specifications

Required Video Size

Minimum 768px, Maximum 1920px

Note: Video duration must be between 6 and 15 seconds and 16:9 ratio. Video quality must be 720p and above (1080p preferred).

In Feed Video Template

Download the Excel template here: [In Feed Video Template](#)



Logo —●  **The New Hybrid Range** ●———— Title

Description —● Conquer rugged off-road terrain effortlessly with our SRH Hybrid caravans.

CTA Text —● [Explore the range](#) >

Placements

- Leisure & Industry mobile & desktop – listing pages

AD ELEMENT	DIMENSIONS	FILE TYPE	FILE SIZE	DURATION	SPECIFICATIONS
Video	Min 768 px Max 1920 px	MP4	25MB Max	6 to 15 seconds	Aspect Ratio: 16:9
CTA	N/A	N/A	N/A	N/A	Max 18 characters including spaces
Logo	200 x 200 px	PNG / JPEG	N/A	N/A	White transparent background
Title	N/A	N/A	N/A	N/A	Max 35 characters including spaces
Description	N/A	N/A	N/A	N/A	Max 108 characters including spaces

Requirements

- Quality: 720p and above (1080p preferred)
- Aspect Ratio: 16:9
- 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 URLs 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 **3 working days**.

All copy must adhere to the [carsales Network Creative 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.



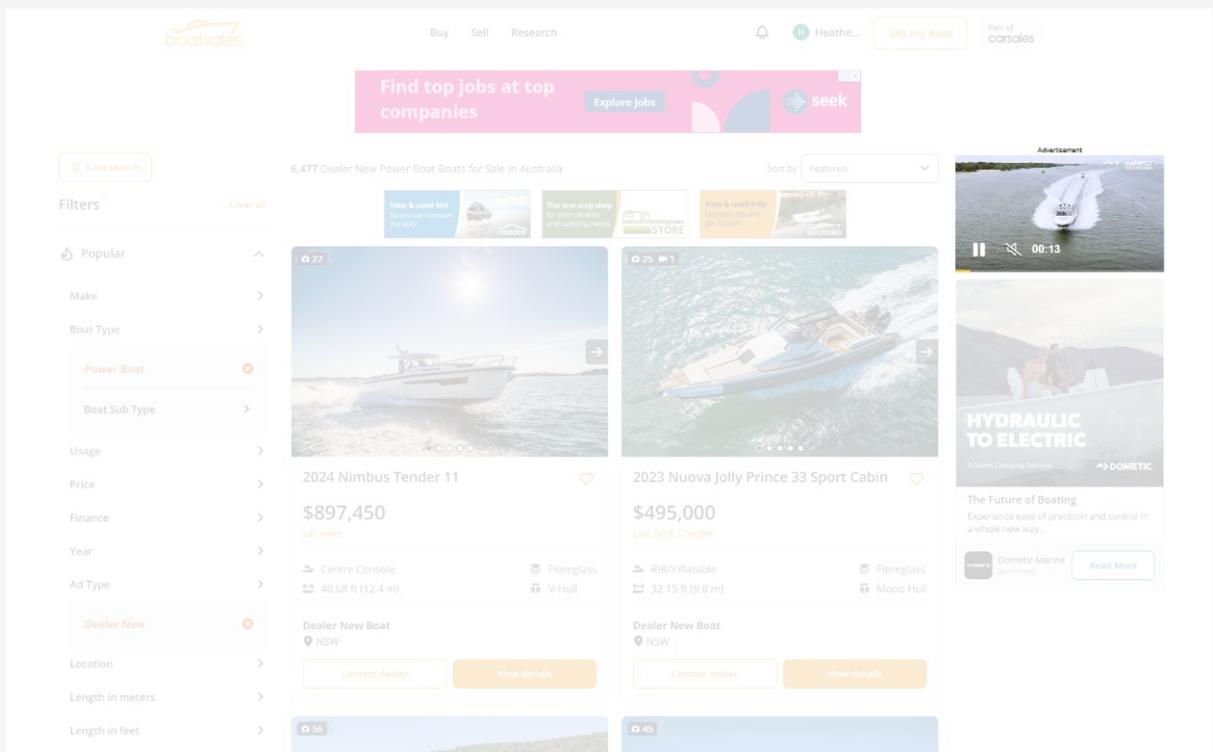
Outstream Video

Desktop Specifications

Overview

Designed to specifically engage carsales' desktop users, this product enables marketers to deliver brand and retail messaging within a premium context at scale.

DESKTOP – before scroll



Placements

- Desktop – Listings & Editorial Listings pages

AD ELEMENT	DIMENSIONS	ASPECT RATIO	FORMAT	FILE SIZE	DURATION
Video	Min 640x360px Max 1920x1080px	16:9 (other ratios are not supported)	MOV or MP4	5mb Max	6 to 15 seconds
End Frame	Min 640x360px Max 1920x1080px	16:9 (other ratios are not supported)	JPEG or PNG	100kb Max	Site hosted. Please supply click tracking / external click through URL or third-party vast tag

Requirements

- **Codec:** Standard video codecs accepted. ProRes 4444, HDV 720p60, Go 2 Meeting 3 & 4, ER AAC LD, REDCODE are not supported.
- **Sound:** User initiated on button-click.
- **End Frame:** Client to supply image for end frame as above. Default carsales branded end frame will be used if not supplied.
- Click through URL to be supplied if not Third Party ad-serving
- Video can be hosted by carsales or Third Party served via VAST tag.
- 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)

- Third party event tracking: impressions, clicks, video starts, 25%, 50%, 75%, 100% completion
 - 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 **3 working days**.

All copy must adhere to the [carsales Network Creative 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.



Carsales Card

Desktop & Mobile / App Specifications

Overview

Carsales Card is a native ad format targeting users in the listings environment.

Carsales Card offers to present a relevant message to an in-market audience as they actively browse listings on carsales.

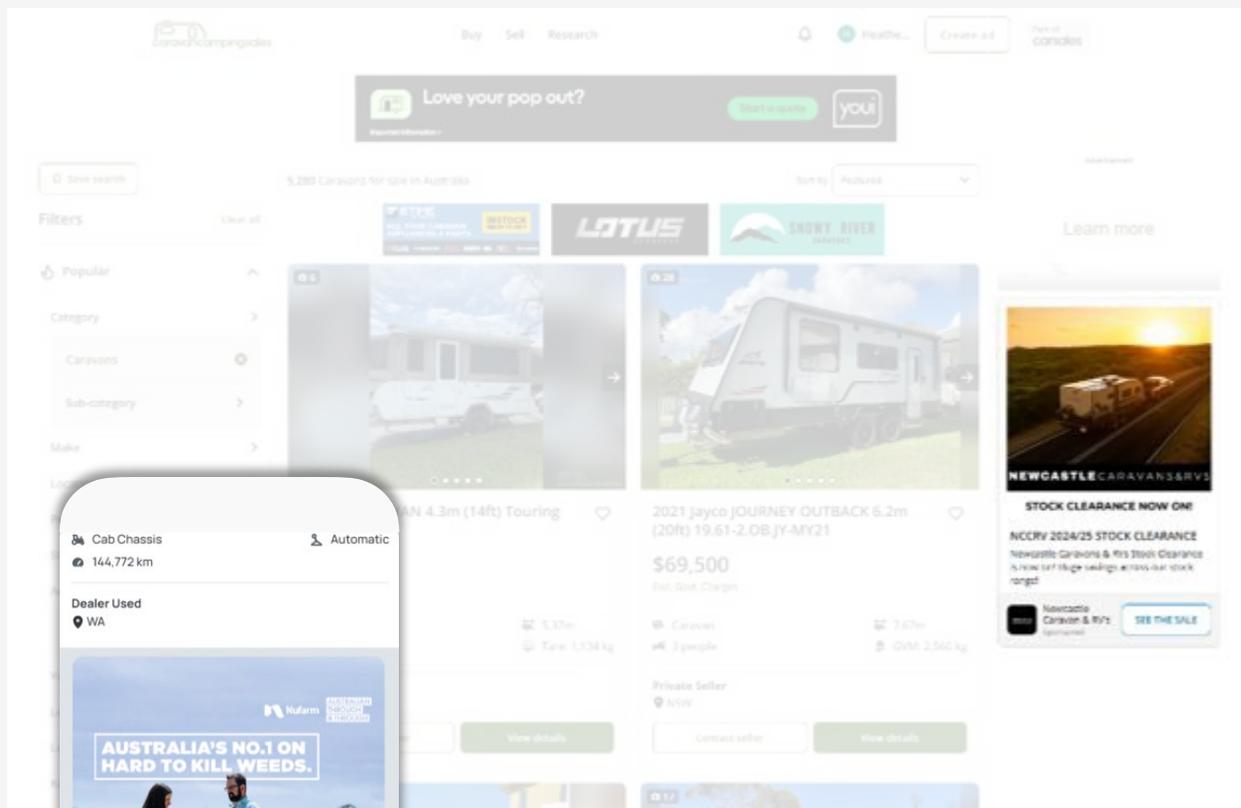


Image Specifications

Required Image size

- 720x720px (Desktop & Devices for both On & Off Network)

Carsales Card Template

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

720x720px CLEAR ZONES
(no copy or obstructing imagery in the gutter area)
**280px gutter is required at the top of the 720x720 px image. This is a dynamic creative so by ensuring no copy or logos are in the clear zones you ensure your content will be seen on all screen sizes.*

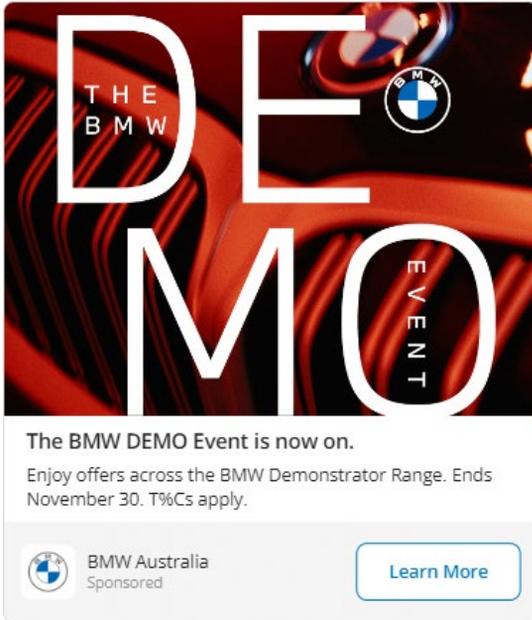
The image shows a BMW Demo Event card template with several callout lines pointing to different parts of the design:

- Headline Text**: Points to the text "THE BMW DEMO EVENT" overlaid on the image.
- Card Text**: Points to the promotional text: "The BMW DEMO Event is now on. Enjoy offers across the BMW Demonstrator Range. Ends November 30. T%Cs apply."
- Advertiser Logo**: Points to the BMW Australia logo.
- Advertiser**: Points to the text "BMW Australia Sponsored".
- CTA Text**: Points to the "Learn More" button.
- Card Image**: Points to the background image of a car wheel.

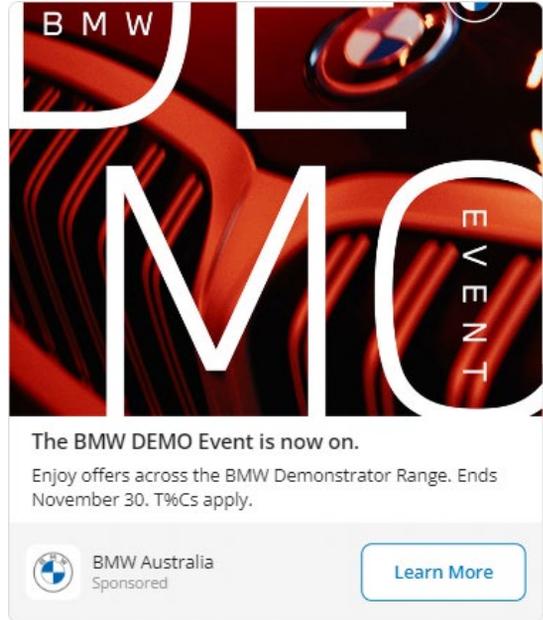
Clear Zone Requirements

A **280px gutter** is required at the top of the 720x720 px image. This is a dynamic creative so by ensuring no copy or logos are in the clear zones you ensure your content will be seen on all screen sizes.

To Spec Preview
(Image with 280px gutter)



Not To Spec Preview
(Image without 280px gutter)



PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Logo Image	Desktop & Mobi/App	1:1 Ratio	PNG or JPEG	100kb	Logo must be on a white or transparent background
Card Text		N/A	N/A	N/A	90 characters (inc spaces)
Card Image		720x720px	PNG or JPEG	100kb	Please refer to slide 28 for additional information on clear zones for the 720x720px.
Headline Text		N/A	N/A	N/A	30 characters (inc spaces)
CTA Text		N/A	N/A	N/A	18 characters (inc spaces)
URL		N/A	N/A	N/A	Please supply click tracking or external URL (1URL limit)

Requirements

- Images cannot be too jarring to the native carsales user experience.
- All campaigns (excl. dealer) must have a post impression tracking pixel successfully implemented before the campaign can commence. Any delays in successfully loading pixels will cause delays with the campaign start date.
- 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

To ensure technical compatibility and approval, please allow **3 working days**.

All copy must adhere to the [carsales Network Creative 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.



Carsales Carousel

Desktop / Mobile / App Specifications

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.

The diagram shows a carousel card for Kubota RTV-X. It features two images of the vehicle: one on a gravel path and one in a field with hay bales. The card includes a counter '1/3' in the top left, the brand name 'Kubota', a headline, a sub-headline, and body text. At the bottom, there is a 'Kubota Sponsored' logo and a 'Learn more' CTA button. Callouts on the left and right identify these elements: 'Sub-headline Text' points to the sub-headline, 'Logo Image' points to the Kubota logo, 'Card Image' points to the right image, 'Headline Text' points to the 'Kubota' text, 'Body Text' points to the main text, and 'CTA Text' points to the 'Learn more' button.

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	

Placements

- **Mobi** – carsales, bikesales, boatsales, caravancampingsales, trucksales, farmmachinerysales, constructionsales.
- **App** – carsales, bikesales, boatsales, caravancampingsales, trucksales.
- **Desktop** – carsales.

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.