



Clearance Centre

Desktop & Mobile / App Specifications

JUL 2026

Overview

Clearance Centres are a solution that enable OEMs and dealer groups to even out the sales curve throughout the year.

Designed to shift metal for run-out purposes, Clearance Centres provide a dedicated branded landing page where approved stock filters through for consumers to explore. Relevant consumers will be identified depending on the target audience and directed to this bespoke brand destination to search and enquire.

As part of a holistic retail solution, Clearance Centre packages can also include several dealer promote tools such as Enhance, Top Spot and Showcase, designed to increase visibility and exposure of dealer inventory.

Working with the participating client, we ensure that stock is segmented correctly on the page to suit the needs of the campaign, and provide regular campaign progress updates, with robust End of Campaign reports once complete.

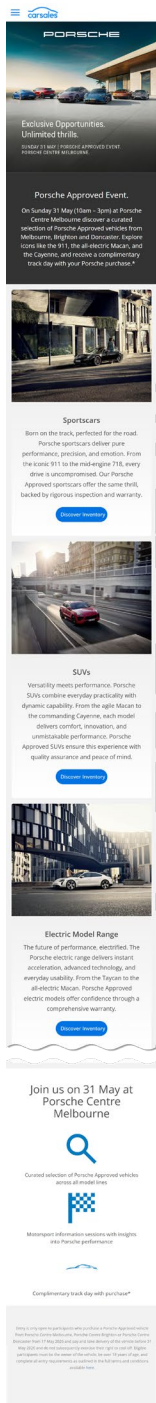
Key Information

- 2 weeks build time from time assets are confirmed to be accepted.
- Cost of leads submitted during campaign can be included (with approval)
- Landing page will be co-branded. Navigation and logo relevant to the site will appear at the top of the page.
- carsales Network footer relevant to the site will appear at the bottom of the page.
- carsales Network Privacy Policy and Terms and Conditions relevant to the site will be included.

Design

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

MOBILE



1 Hero Image or Video

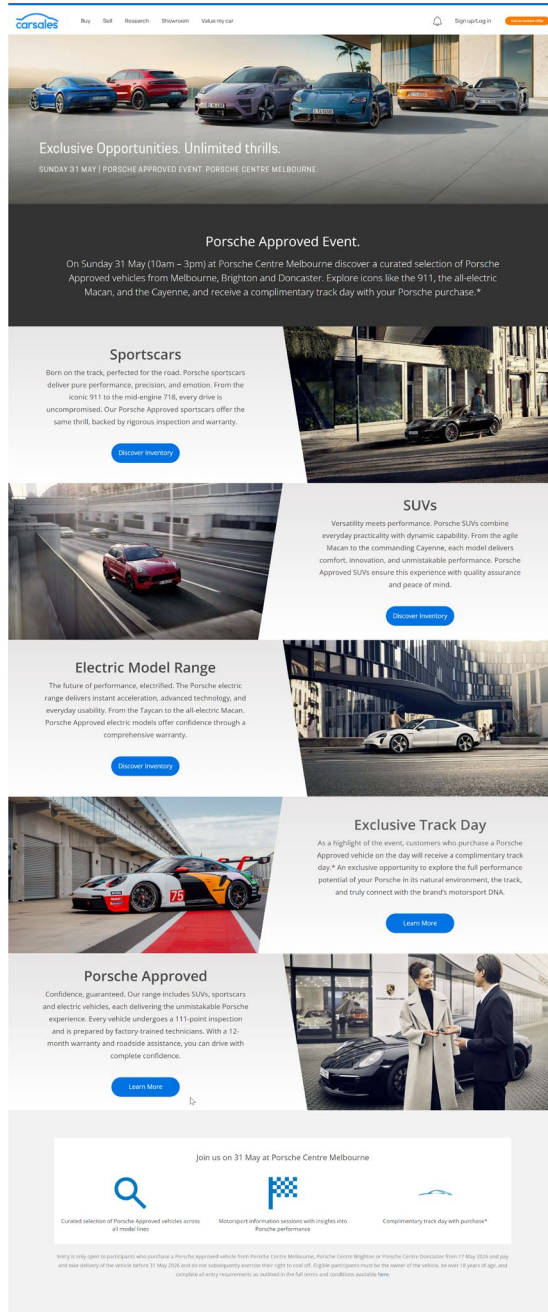
2 Custom Text

3 Content Module

4 Features or Logos

5 Terms & Conditions

DESKTOP



1 Hero Image or Video

2 Custom Text

3 Content Module

4 Features or Logos

5 Terms & Conditions

Hero Image

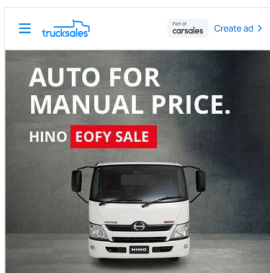
Mobile: 1080 x 1080px

Desktop: 1600 x 500 px

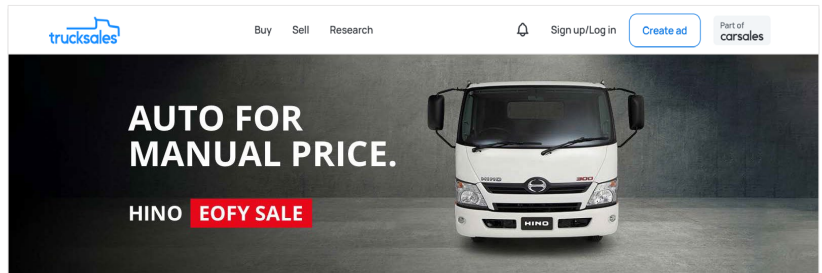
Hero Header Text: 50 characters (Inc. spaces). Only supply if copy is not included in Hero Image itself or shared as PSD.

(Optional) Hero Header Text Image: Supply in Adobe Photoshop file (incl. Mac & PC compatible Font if required) or PNG in hero desktop and mobile dimensions.

MOBILE



DESKTOP



Optional Hero Video

Desktop: Static backup image 1920 x 1080px

Mobile: Static backup image 1080 x 1080px

Hero Header Text: 50 characters (Inc. spaces).

(Optional) Hero Header Text Image: Supply in Adobe Photoshop file (incl. Mac & PC compatible font if required) or PNG in hero desktop and mobile dimensions.

You will only need to provide one video for both desktop and mobile. The video in the safe area will be displayed when on mobile.

Option 1 – Auto play

- 16:9 Ratio
- MP4 file format
- Video Size: max 20mb
- Auto play without sound. 7 secs loop
- B-Roll footage (no text permitted)

Optional 2 - click to play with sound

- 16:9 Ratio
- MP4 file format
- 30sec – 2min.
- High resolution
- Sound

DESKTOP



MOBILE



Safe Area

Custom Text (Optional)

350 characters or less (Inc. spaces)

To drive the best results, we recommend expanding on the campaign tag line.

MOBILE

Make Adventure Yours

Search & save on a great range of quality RV's with Apollo's Online Clearance Sale Event.

Choose your travel style & browse our brands with massive savings on offer.

DESKTOP

Make Adventure Yours

Search & save on a great range of quality RV's with Apollo's Online Clearance Sale Event.
Choose your travel style & browse our brands with massive savings on offer.

Content Module Images

Mobile: 720 x 580 px
Desktop: 1580 x 960 px

- 1-4 images per module
- Video (optional): max 3MB
- MP4 file format.
- Heading text: 25 characters max (inc. spaces)
- Content text: 350 characters max per module (inc. spaces)
- Content Module Call To Action: 25 characters max (incl. spaces)
- Clear zone of 120px on either side of the 1580 x 960 px module image

MOBILE



BORN ON THE DIRT

Inspired by the FTR750 race bike, the new FTR 1200 is roaring onto the streets.

Explore stock



BUILT FOR THE STREET

With the dawn of a flat tracker for the street, a new era of American Motorcycling begins.

Explore stock



PERFORMANCE AT YOUR COMMAND

Sporting a powerful new liquid-cooled 1203cc V-Twin engine, the 120 HP and 85 ft-lbs of low end torque makes every rider feel like a pro with a twist of the throttle.

Explore stock

DESKTOP



BORN ON THE DIRT

Inspired by the FTR750 race bike, the new FTR 1200 is roaring onto the streets.

Explore stock



BUILT FOR THE STREET

With the dawn of a flat tracker for the street, a new era of American Motorcycling begins.

Explore stock



PERFORMANCE AT YOUR COMMAND

Sporting a powerful new liquid-cooled 1203cc V-Twin engine, the 120 HP and 85 ft-lbs of low end torque makes every rider feel like a pro with a twist of the throttle.

Explore stock

Heading Text

Content Module Call to Action

Content Text

Content Module Clear Zone

To ensure content is accurately captured and reflected clearly on page, it is recommended to allow for the clear zone when supplying creative.

1580 x 960px CLEAR ZONES

(no copy or obstructing imagery in the gutter area)

**120px gutter is required at both left and right sides of the 1580 x 960 px content modules. Due to the diagonal cut design, this ensures no information or key details/visuals are cut off.*

Electric Model Range

The future of performance, electrified. The Porsche electric range delivers instant acceleration, advanced technology, and everyday usability. From the Taycan to the all-electric Macan. Porsche Approved electric models offer confidence through a comprehensive warranty.

Discover Inventory



Not To Spec Preview

(Image without 120px gutter on either side of image)



Mid-Size

Discover the dynamic BMW 3 Series and 4 Series or the versatile BMW X3 and X4, mid-size models offering the perfect balance of performance, comfort and capability.

Explore Stock

SUVs From \$21,990*

Upgrade your drive for less with EOFY savings on a wide range of SUVs from just \$21,990 drive away*.

While clearance stock lasts.

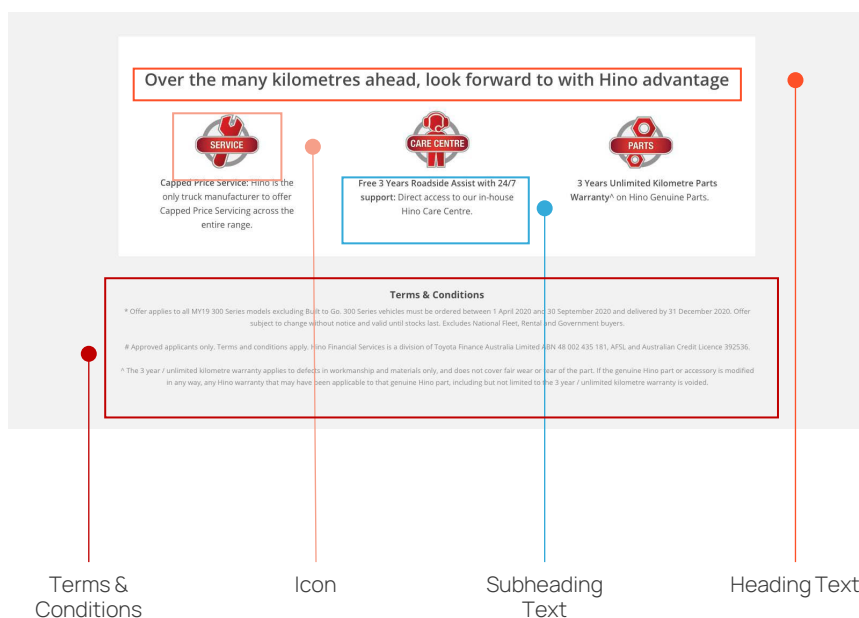
Shop Range



SUVs FROM
\$21,990
Drive Away*

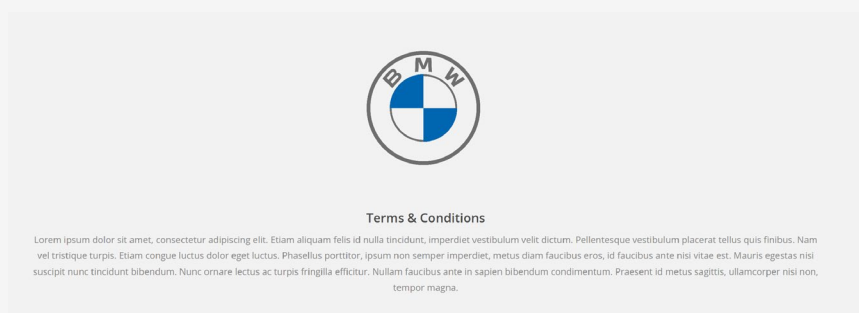
Option A - Features

- 2-3 unique points
- Icons: 180x180px
- Heading Text: 60 characters (incl. spaces)
- *Optional*/Subheading Text: 150 characters (incl. spaces)
- *Optional*/Features Title: 60 characters (incl. spaces)
- *Optional*/Features Text: 115 characters (incl. spaces)



Option B - Logos

- Hi-res transparent brand logos
- PNG Format



Terms & Conditions

Approx. 1,000 characters (incl. spacing)

Keep Terms & Conditions as concise and to the point as reasonably possible. Where T&Cs significantly bypass the 1,000-character limit, please review and consider if all inclusions are necessary.

Terms & Conditions will be placed beneath unique points.

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE / VIDEO SIZE	POLITE LOAD	USER INITIATED VIDEO	TEXT
Hero Image (Page 4)	Desktop	1600 x 500px	Unflatten PSD or JPEG /PNG	200kb	N/A	N/A	Hero Header Text 50 characters (incl. spaces)
	Mobi/App	1080 x 1080px		150kb			PSD format, (include font if required) or PNG file
Hero Video (Page 4) (Optional)	Desktop	Static Backup Image 1920 x 1080px	Video MP4	Static Backup Image 200kb	16:9 Ratio Video Max 20mb	16:9 Ratio Video Max 20mb	Hero Header Text 50 characters (incl. spaces)
	Mobi/App	Static Backup Image 1080 x 1080px		Static Backup Image 150kb	Auto play without sound 7 secs, loop	Click to play with sound 30 sec – 2 min	PSD format, (include font if required) or PNG file
Custom Text (Page 5) (Optional)	Desktop & Mobi/App	N/A	N/A	N/A	N/A	N/A	350 characters (incl. spacing)
Content Module Images (Page 6)	Desktop	1580 x 960px	Unflatten PSD or JPEG /PNG	150kb	N/A	N/A	Heading Text 25 characters (incl. spaces)
	Mobi/App	720 x 580px		1-4 images per module			Content Text 350 characters (incl. spaces)
Content Module Call To Action (Page 6)	Desktop & Mobi/App	N/A	N/A	N/A	N/A	N/A	25 characters (incl. spaces)
Features (Page 7) (Optional)	Desktop	Icons 180x180px	Unflatten PSD or JPEG /PNG	100kb (in total)	N/A	N/A	Heading Text 60 characters (incl. spaces)
	Mobi/App						(Optional) Subheading Text 150 characters (incl. spaces) Features Title 60 characters (incl. spaces) Features Text 115 characters (incl. spaces)
Logos (Page 7) (Optional)	Desktop & Mobi/App	N/A	PNG	100kB	N/A	N/A	Hi-res transparent background brand logos to be supplied
Terms & Conditions (Page 7) (Optional)	Desktop & Mobi/App	N/A	N/A	N/A	N/A	N/A	1,000 characters (incl. spaces)

Third Party Tracking (Optional)

A secure click tracker and impression tracker can be provided.

*** All click-through URL's must be (https) secure 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:

- 2 weeks minimum setup time (starting from when assets are received).

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