



Editorial Deals

Desktop & Mobile / App Specifications

JULY 2026

Please refer below to the summary of all creative assets required as part of the Editorial Deals package. Click on the titles below for direct links to design references, guidelines and requirements.

*Note – where specifications are duplicated, only one set of asset needs to be supplied.
Please refer to the Editorial Deals template below when supplying assets.*

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

Editorial Deals Package	
Asset	Specifications
Logo	250 x 250 px, Aspect ratio 1:1, PNG or JPEG 100KB, white or transparent background
Car Image	1920(w) x 1080(h) px, 100KB, JPEG or PNG, white or transparent background
Car Colours	Supply 3-4 colour variants as hex colours (e.g. #000000)
Car Title	Max 28 characters including spaces
Offer Text (Desktop)	Max 90 characters including spaces
Offer Text (Mobi/App)	Max 25 characters including spaces
Offer Expiry Text	Max 17 characters including spaces
T&C's Text	Max 25 characters including spaces
T&C's URL	Supply a URL link to the Terms & Conditions
Inclusions Text 1	Max 52 characters including spaces
Inclusions Text 2	Max 52 characters including spaces
Call to Action	Max 15 characters including spaces
URL	1 x click-through external URL or internal carsales URL

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.

Product Overview

The Editorial Deals Package is a native advertising solution that places your vehicle deal directly inside the trusted editorial environment of carsales, reaching buyers at the moment they are actively building their shortlist.

By embedding deals within editorial review articles, and high-traffic discovery surfaces, the product turns expert content into a credible sales driver.

Editorial Reviews (Desktop)

carsales

Buy Sell Research Showroom Value my car

Sign up / Log in Sell my car

SEMPLUSH

99,100 Great AI visibility

Found everywhere

Try for free

Research / Reviews / Ferrari 849 Testarossa 2026 Review



20

Scott Newman · 18 May 2026

REVIEW

Share

Ferrari 849 Testarossa 2026 Review

A famous name returns for Ferrari's latest performance flagship with spectacular results

Model Tested

Ferrari 849 Testarossa

Review Type

Road Test

Review Location

Phillip Island, Victoria

The words Ferrari Testarossa probably bring to mind a bright red wedge on a bedroom wall poster in the 1980s, but it's back in a very different guise. In place of a naturally-aspirated flat-12 engine is a technological tour de force: a twin-turbo V8 hybrid powertrain with enough power to rival Artemis II. It's the performance flagship of Ferrari's non-hypercar range and has big boots to fill if it's to live up to the legacy of its iconic predecessor.

Latest Offer

Sponsored · Subaru



2026 Subaru Outback AWD

From \$55,883 drive away

Drive Away Price T&Cs apply

Other inclusions:

- ✓ 5 Year / Unlimited Km Warranty
- ✓ 5 Year / 75,000km Capped Price Servicing

View deal

Google Cloud

The Gemini Enterprise app: Secure AI across your work data.

Get started

Get a test loan for this Ferrari with Fido Finance

Sponsored

Expert rating

Score breakdown

93 / 100

Price & Equipment

16 / 20

Safety & Technology

19 / 20

Powertrain & Performance

19 / 20

Driving & Comfort

20 / 20

Editor's Opinion

19 / 20

Pros

- Mind-altering performance with usable EV range
- Extraordinary breadth of capability, from cruising to track
- Serious road presence, high quality interior with physical buttons

Cons

- Lack of storage limits usability
- Exterior styling is divisive
- Some buyers may want a V12 at this price point

Cars for sale



1986 Ferrari Testarossa Manual

\$299,990 EDC

Editorial Reviews (Mobi/App)

What's good about the Ferrari 849 Testarossa?

What's not so good about the Ferrari 849 Testarossa?

Should I buy a Ferrari 849 Testarossa?

Latest Offer

Sponsored · Subaru



2026 Subaru Outback AWD

From \$55,883 drive away

Drive Away Price T&Cs apply

Other inclusions:

- ✓ 5 Year / Unlimited Km Warranty
- ✓ 5 Year / 75,000km Capped Price Servicing

View deal

How much does the Ferrari 849 Testarossa cost?

An awful lot. Pricing starts at \$932,648 plus on-road costs, while if you want the roofless Spider you'll need \$1,015,589 (plus ORCs). The elephant in the room here is options, which can add anything from \$100-500K.

Editorial Deals | 3

Listings Search Results (Desktop)

Save search

Filters

Quick search

Popular

Make

Location

Year

Price

Price guide

Special offers

Dealer finance

carsales trade-in

Odometer

Transmission

Body type

New / used

Fuel / electric

Keyword

Engine

Seller details

Style

Features

Car condition

Electric

2025 Renault Koleos
Evolution Auto F MY25
\$33,449
Drive away \$33,642 Excl. Est. Govt. Charges

2017 Isuzu D-MAX
R-Runner Auto 4x4 MY17
\$34,975
Excl. Govt. Charges

2026 Subaru Outback AWD
From \$55,883 drive away
Drive Away Price T&Cs apply

2025 BMW 1 Series
118i M Sport Auto F
\$49,900
Drive away \$48,402 Excl. Est. Govt. Charges

2026 Volkswagen ID.4
Pro Auto MY25
\$65,890
Drive away \$62,487 Excl. Est. Govt. Charges

2026 BMW X3
30e Connected Edition
\$98,812
Drive away \$98,860 Excl. Est. Govt. Charges

2026 Subaru Outback AWD
From \$55,883 drive away
Drive Away Price T&Cs apply

Other inclusions:
✓ 5 Year / Unlimited Km Warranty
✓ 5 Year / 75,000km Capped Price Servicing

View deal

Thanks to GoWeigh and CIL

Get a quote

Listings Search Results (Mobi/App)

Sort Save search Filters

Private

2013 Audi A3
Attraction Auto F MY13
\$12,900
Excl. Govt. Charges

Hatch 4cyl 1.4LT Petrol
Automatic 140,000 km

NSW

Latest Offer Sponsored • Subaru

2026 Subaru Outback AWD
From \$55,883 drive away
Drive Away Price T&Cs apply

Other inclusions:
✓ 5 Year / Unlimited Km Warranty
✓ 5 Year / 75,000km Capped Price Servicing

View deal

carsales Approved

Deal of the Week Homepage (Desktop)

Special offers



2026 Kia K4 Sport Auto MY26

\$42,173 Indicative drive away

New car to order

View disclaimer



2024 Volkswagen Touran 170TDI RC Auto 4MOTION MY24

\$98,641 Indicative drive away

New car to order

View disclaimer



2026 Isuzu D-MAX X-TERRAIN Auto 4x4 MY25.5

\$70,685 Drive away

Dealer new - NSW

View disclaimer

Show all special offers

Make

Select

Model

Select

Value your car

Car loan calculator

Estimated build year of vehicle

2026

Vehicle price

\$ 30,000

Deposit amount

\$ 0

Loan terms

5 years

Loan repayments

Monthly

End of loan repayment

0%

Calculate your repayments

This calculator is provided for illustrative purposes only and does not constitute an offer of credit or pre-qualified finance. The information is general in nature only and should not be relied upon as financial or personal advice.

In partnership with DRIVA

Expert car reviews



Soueast S08 DM 2026 Review

77 /100

Jun 7th · Ken Gratton



Jaeooc J7 SHS Track 2026 Review

78 /100

Jun 6th · Bruce Newton



Mitsubishi Triton Raider 2026 Review

81 /100

Jun 5th · Fearn Torr

Show all car reviews

Deal of the week

Sponsored

Tesla Model Y

\$2,000 Trade-in Bonus and New 5-Year Unlimited Km Warranty. Available until 31 March 2026.



See all deals >

Car news



Leapmotor D99 goes fishing for new customers

Jun 9th · Bruce Newton



Leapmotor B10 hybrid EV priced for Australia

Jun 9th · Carsales Staff



Victoria crowned car theft capital

Jun 9th · Fearn Torr

Show all car news

Deal of the Week Homepage (Mobi/App)

Search cars

Expert car reviews



Soueast S08 DM 2026 Review

77 /100

Jun 7th · Ken Gratton



Jaeooc J7 SHS Track 2026 Review

78 /100

Jun 6th · Bruce Newton

Show all car reviews

Deal of the week

Sponsored

\$2,000 Trade-in Bonus



See all deals >

Car news



Leapmotor D99 goes fishing for new customers

Jun 9th · Bruce Newton



Leapmotor B10 hybrid EV priced for Australia

Jun 9th · Carsales Staff

Special Offers Page (Desktop)

carsales Buy Sell Research Showroom Value my car Sign up/Login Sell my car

LOOKING FOR A DEAL?

New Car Deals & Offers

Find offers by category or brand so you can compare options in one place*

All Special Offers

Category	Count
Pricing offer	2144 cars
Finance offer	1341 cars
Service offer	539 cars
Cashback offer	319 cars
Gift card offer	311 cars
Accessory offer	238 cars
EV offer	96 cars

Browse by Makes

Make	Count
Kia	617 cars
Land Rover Range Rover Evoque	From \$44,990 drive away Offer ends 30.06.26 T&Cs apply
Hyundai	518 cars
MG	333 cars
Volkswagen	286 cars
Isuzu	254 cars
BMW	247 cars

Show all makes

2026 Subaru Outback AWD

From \$55,883 drive away
Drive-away Price T&Cs apply

Other inclusions:

- ✓ 4 Year/80,000km (or 10 years)
- ✓ 5 Year / 100,000km Capped Price Servicing

View Deal

Pricing Offers

Make	Count
Audi	5 cars
Chery	145 cars
Fiat	14 cars
Ford	25 cars
Honda	15 cars
Hyundai	492 cars
Isuzu	86 cars

EV Special Offers

Category	Count
Pricing offer	367 cars
Finance offer	161 cars
Accessory offer	75 cars
EV offer	66 cars
Cashback offer	31 cars
Service offer	22 cars

Finance Special Offers

Make	Count
Aion	9 cars
Audi	11 cars
BMW	102 cars
BYD	19 cars
Chery	12 cars
Ford	122 cars
GAC	10 cars

Special Offers Page (Mobi/App)

New Car Deals & Offers

Find offers by category or brand so you can compare options in one place*

All Special Offers

Category	Count
Pricing offer	2144 cars
Finance offer	1341 cars
Service offer	539 cars

Browse by Makes

Make	Count
Kia	617 cars
Land Rover Range Rover Evoque	From \$44,990 drive away Offer ends 30.06.26 T&Cs apply
Hyundai	518 cars

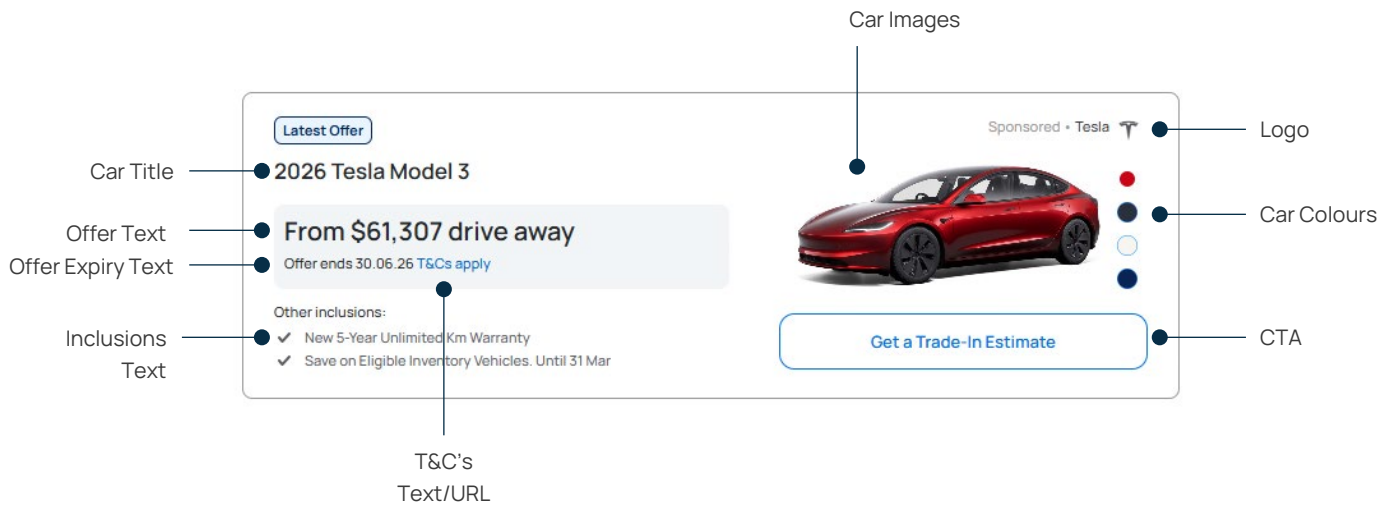
Show all makes

Editorial Deals Specifications

Please refer to the design guide below, image quality standards on [page 13](#) and specifications table on [page 8](#) for requirements.

Placements

- Editorial Reviews
- Listings Search Results
- Special Offers Page (native slot 2)



Placements (Desktop & Mobi/App)

- Editorial Reviews
- Listings Search Results
- Special Offers Page (native slot 2)

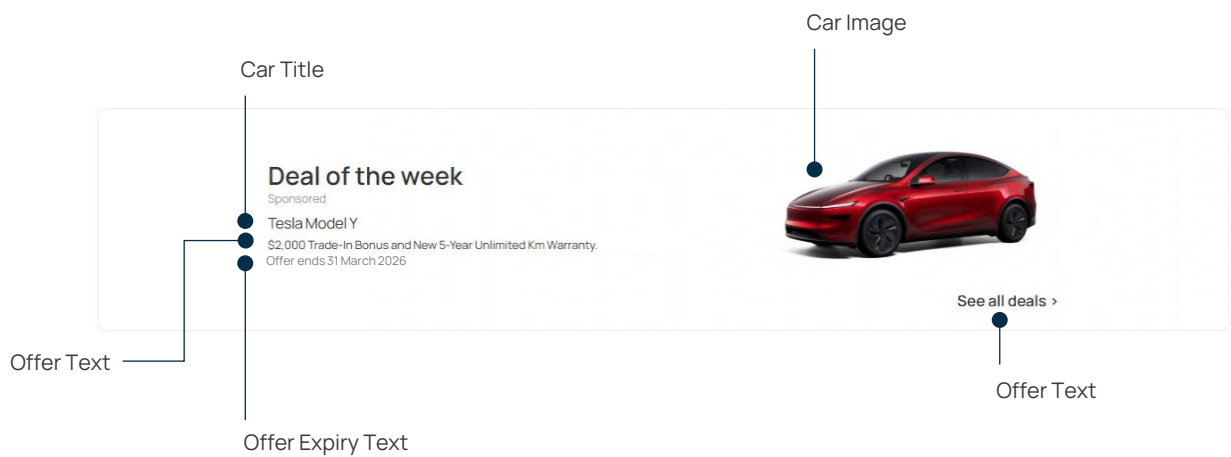
PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Logo	Desktop & Mobi/App	250 x 250px	PNG or JPEG	100kb	Logo must be on a transparent background
Car Title		N/A	N/A	N/A	Max 28 characters (incl. spaces)
Offer Text		N/A	N/A	N/A	Max 25 characters (incl. spaces)
T&C's Text		N/A	N/A	N/A	Max 25 characters (incl. spaces)
T&C's URL		N/A	N/A	N/A	Please supply a URL link to the Terms & Conditions for the special offer
Offer Expiry Text		N/A	N/A	N/A	Max 17 characters (incl. spaces) e.g. Offer ends 30.06.26
Inclusions Text 1		N/A	N/A	N/A	Max 52 characters (incl. spaces)
Inclusions Text 2		N/A	N/A	N/A	Max 52 characters (incl. spaces)
Car Image		1920 x 1080px	PNG or JPEG	100kb	Image must be on a white or transparent background. Please refer to guidelines on page 13 Please supply min 3 (max 4) car colour variants
Car Colours	Desktop & Mobi/App	N/A	N/A	N/A	Please supply hex colours for the car colour carousel (e.g. #000000) Please supply min 3 (max 4) colour variants
CTA Text		N/A	N/A	N/A	Max 15 characters (incl. spaces) e.g. View Deal
URL		N/A	N/A	N/A	Please supply 1 x click-through external URL. Option to also supply an internal Carsales URL

Deal of the Week Specifications

Please refer to the design guide below, image quality standards on [page 13](#) and specifications table on [page 10](#) for requirements.

Placements

- carsales Homepage



Placements (Desktop & Mobi/App)

- carsales Homepage

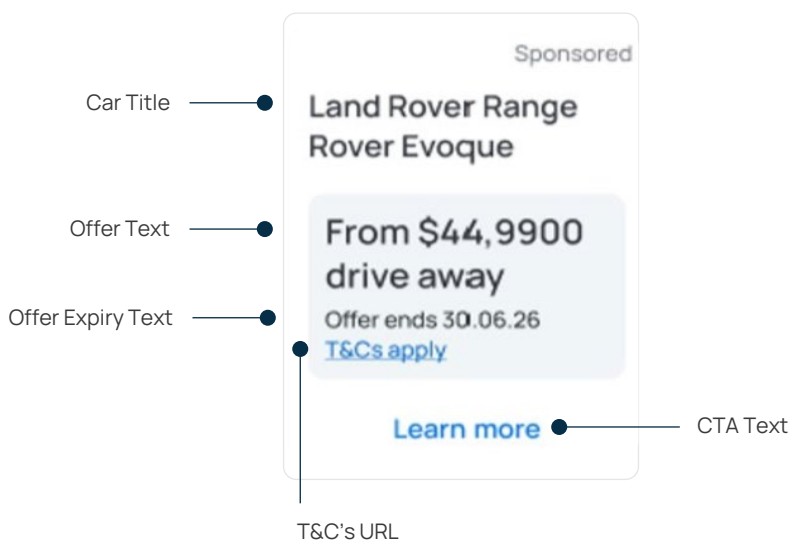
PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Car Title	Desktop	N/A	N/A	N/A	Max 28 characters (incl. spaces)
Offer Text	Desktop	N/A	N/A	N/A	Max 90 characters (incl. spaces)
	Mobi/App	N/A	N/A	N/A	Max 25 characters (incl. spaces)
Offer Expiry Text	Desktop & Mobi/App	N/A	N/A	N/A	Max 17 characters (incl. spaces) e.g. Offer ends 30.06.26
Car Image	Desktop & Mobi/App	1920 x 1080px	N/A	100kb	Image must be on a white or transparent background Please refer to guidelines on page 13
CTA Text	Desktop & Mobi/App	N/A	N/A	N/A	No copy required. Copy is determined by carsales.

Special Offers Specifications

Please refer to the design guide below, image quality standards on [page 13](#) and specifications table on [page 12](#) for requirements.

Placements

- Special Offers Page (native slot 1 & 3)



Placements (Desktop & Mobi/App)

- Special Offers Page – native position 1 & 3

PLACEMENT	DEVICE	DIMENSIONS (WxH)	FORMAT	IMAGE SIZE	REQUIREMENTS
Car Title	Desktop & Mobi/App	N/A	N/A	N/A	Max 28 characters (incl. spaces)
Offer Text		N/A	N/A	N/A	Max 25 characters (incl. spaces)
Offer Expiry Text		N/A	N/A	N/A	Max 17 characters (incl. spaces) e.g. Offer ends 30.06.26
T&C's Text		N/A	N/A	N/A	Text determined by carsales. e.g. T&C's apply
T&C's URL		N/A	N/A	N/A	Please supply a URL link to the Terms & Conditions for the special offer
CTA Text		N/A	N/A	N/A	Max 15 characters (incl. spaces) e.g. Learn More
URL		N/A	N/A	N/A	Please supply 1 x click-through external URL. Option to also supply an internal Carsales URL

Quality Standards

It is important that we place an emphasis on high quality imagery that is used across this placement as it can make a big impact on the results of the campaign. Please refer to the below guide on image quality standards across carsales.

Image Quality

- Largest resolution possible, minimum of 1200px (w) x 800px (h)
- Should be of front 3/4 driver or front 3/4 passenger angle
- Image needs to be on a pure white or transparent background (no effects)
- Image must be of the whole vehicle with no parts of the vehicle cropped (see below example)

Good Quality ✓



Bad Quality ✗



Requirements

- Sold on a weekly basis.
- Only one version of creative to run for the full week. Creative cannot be rotated within the week.

Third Party Tracking (Optional)

- Placement is hosted by MediaMotive and tracking is across the campaign, not individual placements.
 - 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 5 working days before campaign launch to ensure technical compatibility and for approval. Carsales Business advertising booking terms & conditions apply.

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