

The screenshot shows the carsales.com.au homepage. At the top, there's a navigation bar with categories like Cars, Bikes, Boats, Caravans, Trucks, Farm, Construction, Real Estate, and General Classifieds. The main header includes the carsales.com.au logo and a search bar with filters for 'cars online' and '2014'.

On the left side, there's a vertical banner for 'THE MAIN EVENT™ END OF FINANCIAL YEAR SALE' with a 'ENDS JUNE 30' tag. Below this are icons for 'Sell Your Car \$50 total cost', 'Edit My Ad', 'Value A Car', and 'Video News & Reviews'. A 'LAND ROVER' logo is also present.

The central area features a search form with options for 'All Cars' and 'New Cars'. It includes checkboxes for 'Brand new cars in stock', 'Dealer used cars', 'Demo and near new cars', and 'Private seller cars'. Fields for Make, Model, Price (Min to Max), State, Region, Postcode, and Keyword are provided, along with 'Search', 'Reset search', and 'Advanced search' buttons.

Below the search form are several promotional boxes: 'Think twice about your next car because...', 'Need a car insurance estimate fast?', 'NEED CAR FINANCE? finance calculator Aussie', and 'This month's Exclusive New Car Specials'. A 'LAND ROVER' logo is also visible here.

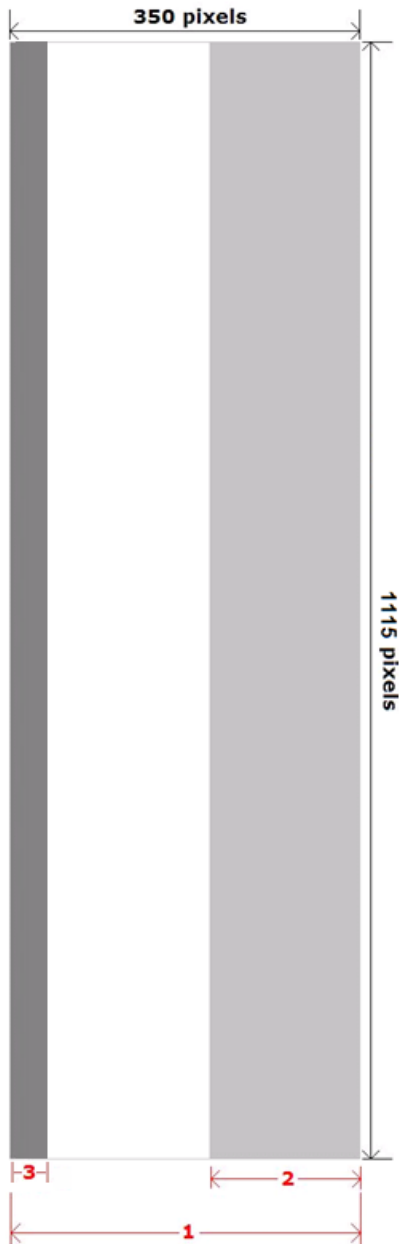
The bottom section is titled 'News, Reviews & Videos' and contains a grid of news items with small images and headlines, such as 'Hyundai i20 moves upmarket', 'Maserati GranCabrio', 'Rags to riches: Proton versus Rolls-Royce', 'New Cayenne sold out for four months', 'Porsche's first ever hybrid heads the line-up', 'Smart Electric Drive', 'MX-5 hits the track', 'Chrysler 300C HiEM', and 'Check out team Skoda'. A 'LAND ROVER' logo is also present.

At the very bottom, there are several small promotional boxes for 'Newsletter', 'Play it safe!', 'Vehicle Valuations', 'NEW! carsales.mobi', and 'Check out team Skoda'.

CarPoint Homepage Sponsorship with Side Reskins & Expanding MREC

CarPoint Homepage Sponsorship Specifications & Design Rules – 350x1115

Left Panel Specifications



Design Directions

Area 1) 350x1115 Image Design Area:

Use the 350x1115 area to design the creative.
Create the main imagery within this area.

Area 2) 150x1115 Call To Action Area:

Use the 150x1115 to lay out the call to action messaging for the campaign.
Call to action messaging sits hard up against the CarPoint homepage content to maximise the exposure for all screen resolutions.

Area 3) 50x1115 Fade Area:

Use the 50x1115 area to fade the creative image into the site background using a transparent or white gradient fade. Solid colour will be accepted.

Note: The above design rules apply to the left and right panels.

Ad Specifications

File Size: 40kb Max (each panel left & right)
Format: Static GIF

Ad Rules & Procedures

Creative: Must be received 7 working days before campaign start date.

Ad Serving

MediaMind: Use MediaMind Templates
DoubleClick: Use Doubleclick Templates
Facilitate: Provide creative to spec with tags
MediaMotive will load separately.

Example Left Panel Image



Homepage – Holden IQ Homepage Sponsorship Example – 350x1115 Creative with Expanding MREC

Holden IQ

Standard on the new Series II Commodore.

Learn more

Holden. Go better.

Cars Bikes Boats Caravans/RVs **NEW** Trucks Farm Construction Real Estate **NEW** General Classifieds carsalesnetwork



Australia's No.1 because it works!



New!
Watch video
News & Reviews

cars online - **19882**

TOYOTA Click to find out what the future holds

Home
New Cars
Used Cars
Sell Your Car
Special Offers
Research Cars
News & Reviews
Carsales TV
Help & Online Safety

New Cars

Used Cars

\$60 Sell Your Car
\$60 total cost

Manage Your Ad

Value A Car

Video
News & Reviews **NEW**

All Cars **New Cars**

Category Brand new cars in stock
 Dealer used, demo and near new cars
 Private seller cars

Make

Model

Price to

State

Region

Postcode

Keyword

Search [Reset search](#) [Advanced search](#)

Sponsored Links

TOYOTA
Hybrid Camry. Click to find out what the future holds. [more...](#)

SUZUKI SENSATIONAL 6 DAY SALE
Suzuki's 6 day sale. Extended warranty and Bluetooth on all models. [more...](#)

Honda's Once a Year Day SALE
Honda Once a Year Day Sale. Great deals on 23 October 2010. [more...](#)

FIND MY CAR ON
carsales.com.au
Type rego **GO**

Holden IQ

Standard on the new Series II Commodore.

Learn more

Holden. Go better.



Get Car Insurance

Find the insurance package to suit you, get an estimate today... [more](#)

Need Car Finance?

Get the wheels you want with a Car Loan from Aussie... [more](#)

Exclusive New Car Specials

To take advantage of these great discounts, click here... [more](#)

News, Reviews & Videos [Follow us](#)  

News [more...](#)

Holden: 10 new models in 20 months
Every model except Commodore to get a complete overhaul

Opel decision still to come
Holden chief says Opel's future Down Under is still to be decided

Carsales TV [more...](#)

Mazda BT-50
New BT-50 ute takes Mazda's passenger car look and feel and toughens it up with offroad cred

Reviews [more...](#)

BMW 550i sDrive Gran Turismo
As a crack at a jack-of-all-trades, BMW's sportsbarge is... crackerjack

Mitsubishi ASX Aspire
Function and practicality a virtue in Mitsubishi's clever crossover

Golf Tournament: R v GTI
VW's has halved the price gap between the Golf GTI and its harder, faster...

Aston Martin Rapide
Love it or hate it, four-door supercars are here to stay, and when they're as...



Holden IQ

[Learn more](#) 

Carsales Newsletter

Subscribe now for latest news, reviews & competitions... [more](#)

Car Facts

Find out important information about cars before you buy... [more](#)

Vehicle Valuations

Get your personalised valuation certificate today... [more](#)

Carsales Mobile

View carsales on your mobile or on our new iPhone App... [more](#)

2010 Motor Show **NEW!**

All the news from the Australian International Motor Show... [more](#)

Terms & Conditions | Privacy | Contact Us | About Us | Corporate Advertising | Competitions | Shareholders | Site Map

Car for sale: Used cars for sale | Second hand cars for sale | New cars for sale
 Car Research: Car Valuations | Car Finance | Car Insurance | Car Comparisons | Car Facts
 Car Information: Car News | Car Reviews | Car Advice | Carsales TV | New Cars Guide
 Sites: New cars | Used cars | Bikes | Boats | Trucks | RVs | Machinery | Classifieds | Homes | More

© carsales.com Limited 1999-2010

"Say you saw it on carsales.com.au"

Homepage – Holden IQ Homepage Sponsorship Example – 350x1115 Creative with Expanding MREC

The image displays a Holden IQ car's infotainment system screen showing the carsales.com.au website. The website layout includes a top navigation bar with categories like Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, and General Classifieds. The main content area features a search filter for 'New Cars' with options for 'All Cars' and 'New Cars'. The search filter includes checkboxes for 'Brand new cars in stock', 'Dealer used, demo and near new cars', and 'Private seller cars'. It also has dropdown menus for 'Make', 'Model', 'Price' (Min to Max), 'State', and 'Region', along with a 'Postcode' field and a 'Keyword' field. A 'Search' button is prominently displayed. To the right of the search filter, there are 'Sponsored Links' for Toyota and Suzuki, and a 'Honda's Once a Year Day Sale' advertisement. The bottom of the screen shows a 'Close' button and a 'Holden. Go better.' logo.

Car Research: Car Valuations | Car finance | Car insurance | Car Comparisons | Car Facts
 Car Information: Car News | Car Reviews | Car Advice | Carsales TV | New Cars Guide
 Sites: New cars | Used cars | Bikes | Boats | Trucks | RVs | Machinery | Classifieds | Homes | More

© carsales.com Limited 1999-2010

"Say you saw it on carsales.com.au"

Homepage – Template Area Example – 350x1115

350x1115

Cars Bikes Boats Caravans Trucks Farm Construction Real Estate **NEW!** General Classifieds carsalesnetwork

carsales.com.au
Australia's No.1 because it works!

New!
Watch video News & Reviews

cars online - 204988

2.9% P.A. finance on Toyota hybrid range

New Cars Used Cars Sell Your Car Special Offers Research Cars News & Reviews Carsales TV Help & Online Safety

New Cars
All Cars New Cars
Select one or more criteria and click "Search".
Category Brand new cars in stock Demo and near new cars
 Dealer used cars Private seller cars
Make Any Make
Model Any Model
Price Min to Max
State Any State
Region Any Region
Postcode 25km
Keyword
Search Reset search Advanced search

Sponsored Links
2.9% P.A. finance on the world's leading hybrids.
Now available. Suzuki Kizashi. Start your search.
Extend your weekends in the new Subaru Forester Diesel. Now available.
Seen this Sticker? Type rego GO

Think twice about your next car because...
Need a car insurance estimate fast? Find the insurance package to suit you. get an online estimate today.
NEED CAR FINANCE? finance calculator Aussie
This month's Exclusive New Car Specials

News, Reviews & Videos
News Reviews
Hyundai i20 moves upmarket. With more premium features as standard, the new light car from Hyundai has...
New Cayenne sold out for four months. Porsche's first ever hybrid heads the line-up, but V8 and diesel are more...
Carsales TV
MX-5 hits the track. Mazda Europe decided to celebrate the MX-5's birthday with a one-make race meeting.
Maserati GranCabrino. Boasting a powerful V8 heart and exotic styling, Maserati's top-down heritage...
Rags to riches: Proton versus Rolls-Royce. A day in the life of a motoring journalist. Australia's cheapest car and one...
Smart Electric Drive. The second generation of the silent smart prototype gets better batteries...
Chrysler 300C HEMI. Big, bold and brimming with bling, the 300C offers plenty of old-school...

2010 RANGE ROVER VOGUE
LAND ROVER
FIND OUT MORE

Newsletter
Subscribe now & receive the latest news, reviews & competitions.

Play it safe!
IT PAYS TO GET THE FACTS

Vehicle Valuations
How much is your car worth?

NEW!
carsales.mobi
carsales is now mobile

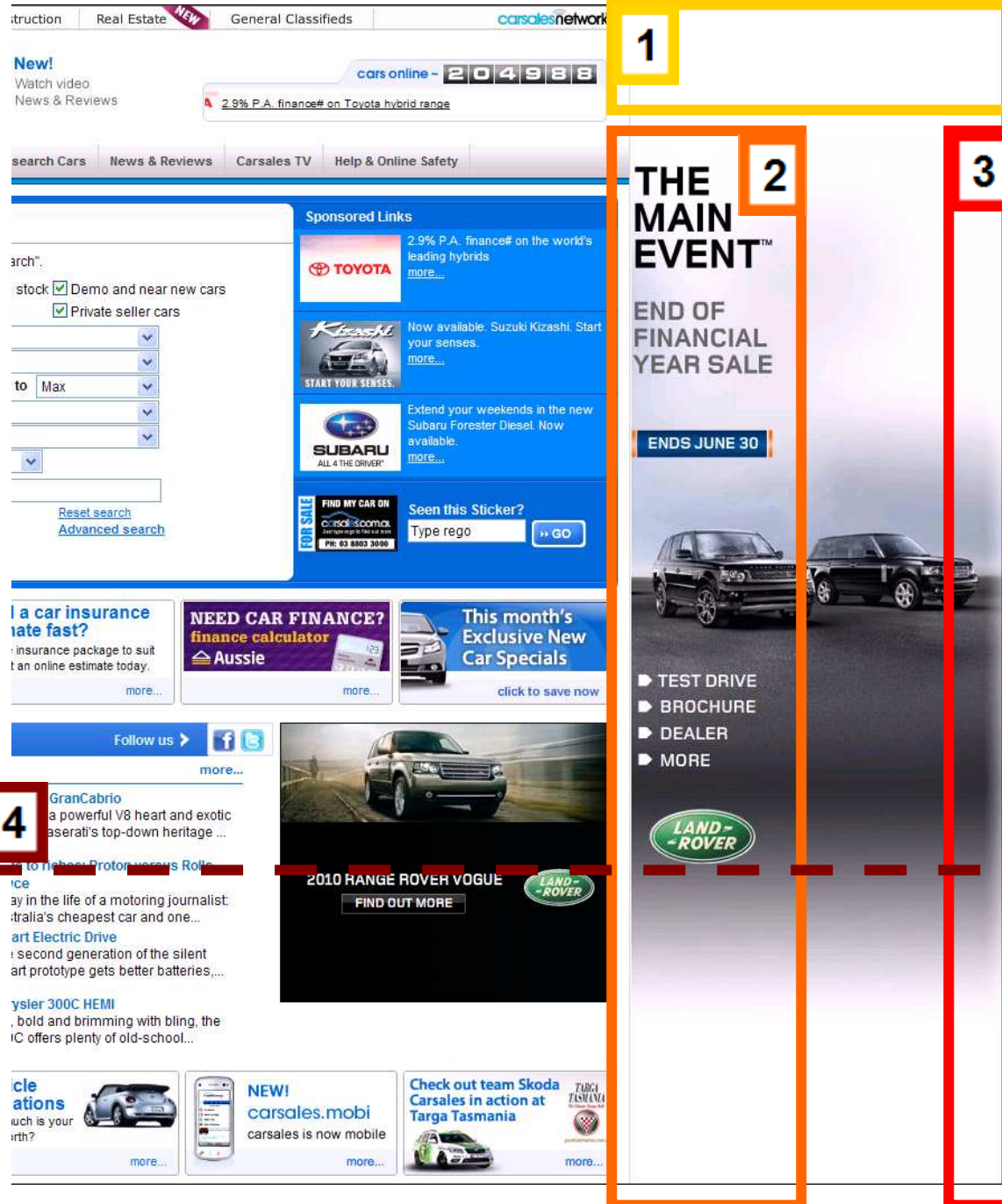
Check out team Skoda
Carsales in action at Targa Tasmania

Terms & Conditions | Privacy | Contact Us | About Us | Corporate Advertising | Competitions | Shareholders | Site Map

Car for sale: Used cars for sale | Second hand cars for sale | New cars for sale
Car Research: Car Valuations | Car Finance | Car Insurance | Car Comparisons | Car Facts | Carsales TV
Car Information: Car News | Car Reviews | Car Advice | New Cars Guide
Sites: New cars | Used cars | Bikes | Boats | Trucks | RVs | Machinery | Shopping & Auctions | Homes | More
© carsales.com Limited 1999-2011
"Say you saw it on carsales.com.au"

350x1115

Homepage – Template Area Example – 350x1115



1

- No branded content is to sit in this area.
- No content should be above the top of the site main navigation
- Only solid colour bleed should form the reskin in this area.
- No wording, logos or other content allowed.

Restricted Area: 160 px down from top of page

2

- Key messaging should be within 150x955 (Starting 160 down from top of page)
- Manufacturer logo and call to action should appear within this content area.
- Designing the messaging within this area maximises exposure to majority of screen resolutions.

3

- An area 50 px wide on the outside edge of each reskin should have a gradient fade to white or transparent.

4

- Dotted line indicates the fold on the majority of screen resolutions – intention is to keep key messaging above this.

MediaMind Design Requirements

Ad Format Expandable MREC with Side Panel Skins

Description The skinner ad consists of two 350x1115 static Flash pieces that sit either side of the publisher's page. When clicked on they will click through to the advertiser's URL. There is also an MREC that can expand if required for the creative execution.

Source Files Located in the attached zip files with this pdf. Alternatively contact your Account Manager or product@mediamotive.com.au for more details.

Ad Specs The expandable banner should be setup as follows

- **Default Image:** 1x1 GIF, as attached
- **Default Flash:** 1x1 SWF Flash piece as attached.
- **Panels**
 - o **Panel Left** – 350x1115 Static GIF that displays on the left of the page
 - o **Panel Right** - 350x1115 Static GIF that displays on the right of the page
 - o **Expanded MREC** – 992x600 when completely expanded to join both left and right gutters, animated flash, video or static GIF

Flash Setup

Please ensure you have the latest version of the Eyebaster MXP installed from here:

http://demo.eyebaster.com/Training_Zone/Workshop/download.asp

You can then use the attached (.EBC) Flash template file, which can be opened using Eyebaster Workshop (included in the MXP) and customize any of the flash files.

Workshop can be opened from within Flash by selecting *Window -> Other Panels -> MediaMind Workshop*.

Then select *'Open an existing ad'* and navigate to the .ebc file.

Note:

You should only need to customize the Panel Left and Panel Right flash files, the 1x1 Flash and GIF should not need to be edited prior to upload.

Templates See email attachments that this pdf should have come with.
Alternatively contact your Account Manager or product@mediamotive.com.au for more details.

Support For any additional queries please contact creativeau@mediamind.com or call +61 2 8243 0000

350x1115

The screenshot shows the carsales.com.au website interface. At the top, there is a navigation bar with categories like Cars, Bikes, Boats, Caravans, Trucks, Farm, Construction, Real Estate, and General Classifieds. The main header includes the carsales.com.au logo, a 'New! Watch video News & Reviews' button, and a 'cars online - 204988' counter. Below the header is a secondary navigation bar with links for New Cars, Used Cars, Sell Your Car, Special Offers, Research Cars, News & Reviews, Carsales TV, and Help & Online Safety.

The main content area is divided into several sections:

- Left Sidebar:** Contains icons and links for 'New Cars', 'Used Cars', 'Sell Your Car \$50 total cost', 'Edit My Ad', 'Value A Car', and 'Video News & Reviews'.
- Search Section:** A central search box with tabs for 'All Cars' and 'New Cars'. It includes a search criteria selector and a 'Search' button. Filter options include Category (Brand new cars in stock, Dealer used cars, Demo and near new cars, Private seller cars), Make, Model, Price (Min to Max), State, Region, Postcode (with a 25km radius selector), and Keyword.
- Sponsored Links:** A vertical list of advertisements for Toyota (2.9% P.A. financing), Suzuki Kizashi, and Subaru Forester Diesel.
- Insurance and Finance:** Promotional banners for car insurance estimates and car finance calculators.
- News, Reviews & Videos:** A section with sub-sections for News (Hyundai i20, Porsche Cayenne), Reviews (Maserati GranCabrio, Proton vs Rolls-Royce), and Carsales TV (Mazda MX-5).
- Footer:** Contains a 'Newsletter' sign-up, 'Play it safe!' safety message, 'Vehicle Valuations', 'NEW! carsales.mobi' mobile app promotion, and a 'Check out team Skoda' advertisement.

350x1115

FLTR Motif Build - Must use Flash CS3 and Motif Adkit component. Please note that the Motif Adkit Component is not compatible in Flash CS4.
Download Link for Motif AdKit: http://www.adobe.com/support/documentation/en/flash/ad_kit/releasenotes_adkit.html

STEPS in Building a FLTR:

Set the size of the stage (Please note that the size of the stage varies on which site your creative will go live e.g. Carpoint.com.au, carsales.com.au)
see image1.1

Please refer to the this link on how to use the Motif Component:

Set the Creative Type on Motif Ad Kit. **see image1.2**

For Left Panel Set the creative to Floater

For Right Panel Set the creative to Reminder

Click Package to create MTF File . **see image1.3**

Upload the MTF file in DFA. (DFA link here: <http://advertisers.doubleclick.net>)

Create Tag's

Please refer to accompanying Double Click build templates with this document for gutter and expanding MREC details for homepage takeover

EXP Studio Build - Can use Flash CS3, CS4 or CS5 for this. Please download the latest studio component here: <http://studio.doubleclick.com/home>

STEPS in Building a Expanding unit.

Set the size of the stage (Please note that the size of the stage varies on which site your creative will go live e.g. Carpoint.com.au, carsales.com.au)
see image1.1

Please refer to the this link on how to use the ExpandingComponent -> <http://www.google.com/support/richmedia/bin/answer.py?answer=114166>

Make sure the Enabler, PoliteLoader and ExpandingComponent is imported on the stage. **see image1.4**

Upload in Studio

Push in DFA

Get tags

As soon as you have the javascript tags. You may contact your CM to provide test previewlink for this.

General Rule Requirements

When building re-skins in conjunction with expanding MREC creative is allowed to auto expand on first page download with a delay of 2 seconds per UB. OTP creative must be capped to one per UB per day. OTP creative must also display a **CLOSE** button and retract with roll off of mouse.

No manufacture, company or organisation logo's to be above the main homepage navigation bar.



No expanding creative under MediaMotive rules is allowed to cover the homepage search box at any stage. There are no exemptions to this rule and this applies to all advertisers taking on a homepage sponsorship. This rule **will never** be amended under any circumstance.





If creative does not meet the set specifications it may be rejected and asked to be revised.

Creative delivery:

IAB Creative Standard:	5 working days before campaign starts for testing
Custom Creative:	7 working days before campaign starts for testing
Homepage Executions:	7 working days before campaign starts for testing

No creative can display messaging, logos or make reference to competitor publishers. All creative must follow the two click process, no campaigns are permitted to link directly to a stock listings page. No creative is to display a dealer post code locator or other such functionality to be used on the carsales Network.

For more information please contact product@mediamotive.com.au

DoubleClick Design Requirements

Image 1.1

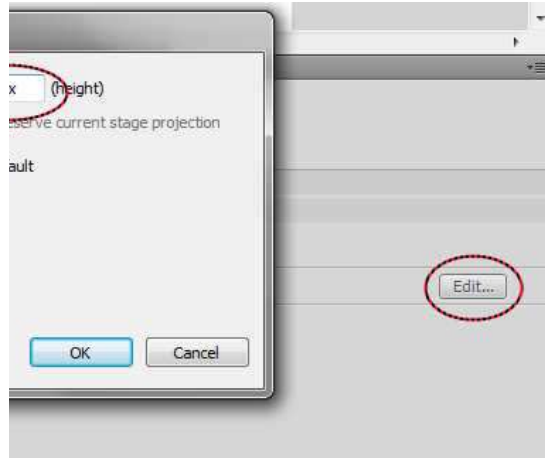
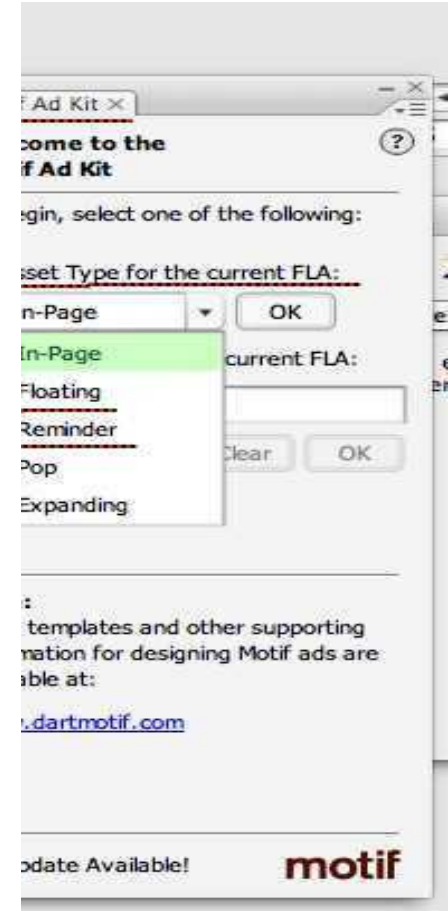


Image 1.2



DoubleClick Design Requirements

Image 1.3

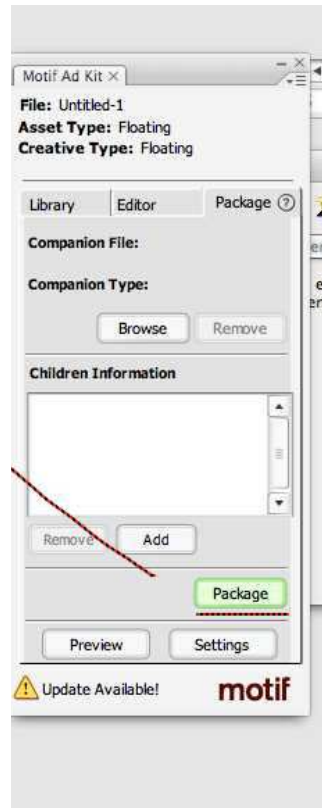
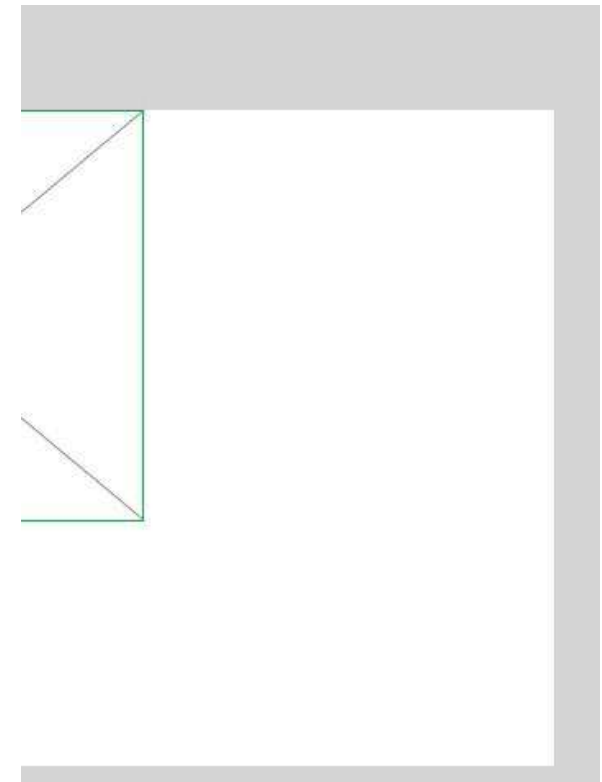


Image 1.4

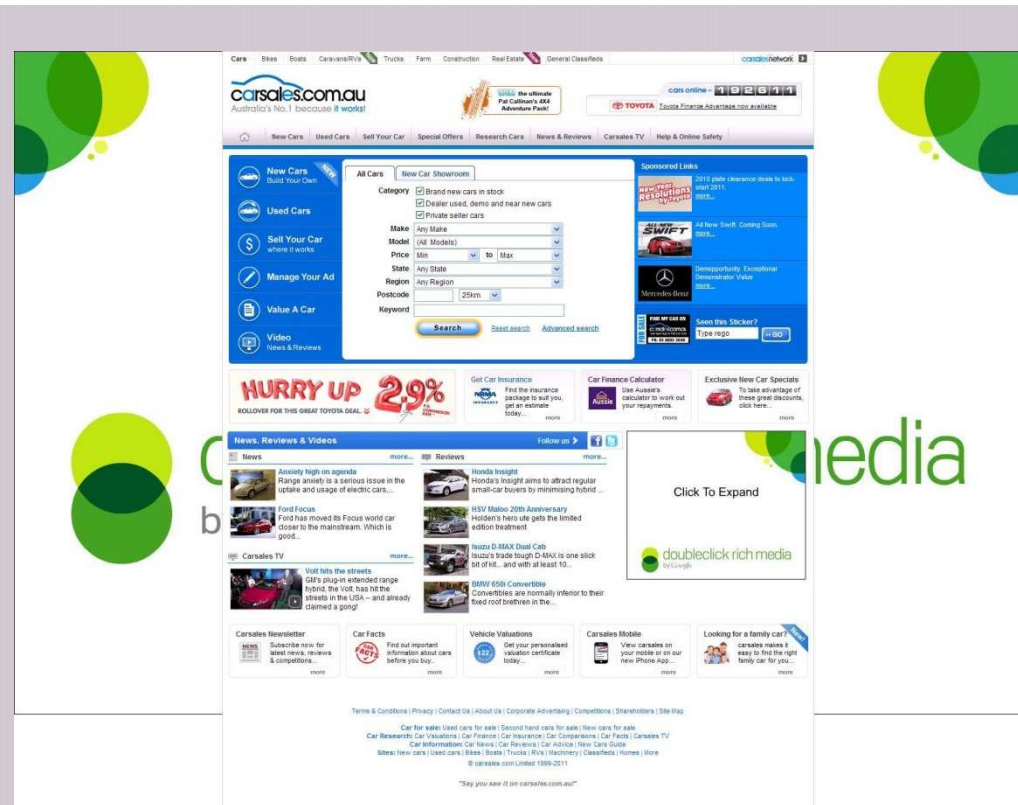


double
click

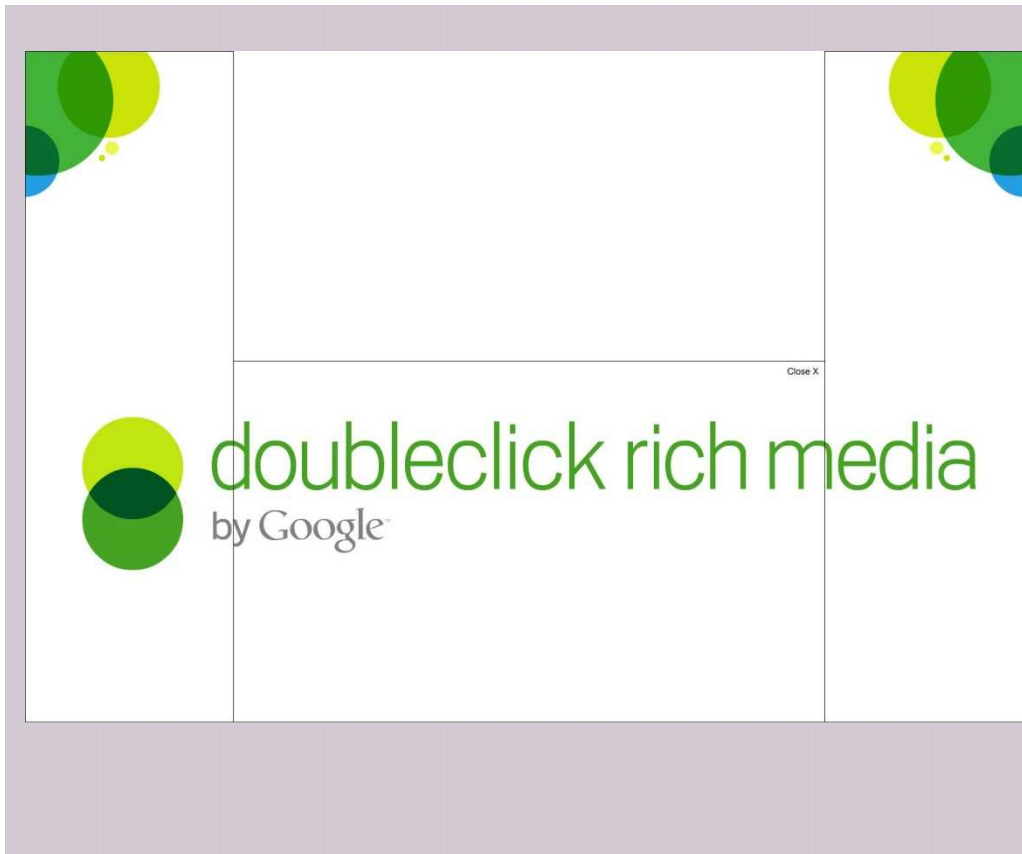
Ad Units in Position (Closed)



Ad Units within Carsales Homepage (Closed)



Ad Units in Position (Expanded)



Ad Units within Carsales Homepage (Expanded)

