

MREC (300 X 250)

Creative dimensions: **300x250** (Standard) & **600x250** (Expanding)

Sized served specs:

Format: SWF/GIF file

Image size: 40kb (standard) 40kb (expanding)
 SWF file size: 40kb (standard) 100kb (expanding)
 Click command: Supply separately

Third party served specs:

Format: SWF/GIF

Image size: 40kb (standard) 40kb (expanding)
 SWF file size: 40kb (standard) 100kb (expanding)
 Video/sound asset: 1Mb

Initial load/preload banner: In cases where polite download is used, initial load/preload banner **MUST** not be left blank **(to at least contain a form of branding i.e. a logo)**

Implementations specs:

1 pixel border: If creative supplied is on a white or light coloured background must have 1 pixel boarder

Click tag: All Flash files must be clickTag enabled with below code

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

Flash version: 8 or greater

Initial download: 40kb
 Polite download: 100kb
 Back up GIF's: Back up GIF's must appear un-pixelated and all writing eligible with clearly defined edges

Animation specs:

Video duration: 30 seconds
 Frame rate: 24 frames per second is standard
 Looping: Can loop

Expanding ads: Expands horizontally from **300x250** to **600x250** and **must be third part served**. (Sound must be activated and muted with button for user control) Sound and video must stop and retract on roll off. Creative must clearly display a **close** button.

Spec notes:

Sold on a CPM basis.
 MREC must only expand on roll over and retract with user roll off
 MREC must expand to the left.
 Video in MREC plays with no sound but can have sound activated on default once fly out is initiated.
 Sound is by default set at 15% of the original maximum volume.
 Creative must clearly display a **close, stop, play, pause, volume and rewind buttons**.

All creative code must be tested for compatibility with all major browsers and plug-ins before being sent to MediaMotive operations team.

SLA's:

Creative materials due at least 5working days before campaign launch to ensure technical compatibility and approval.

MediaMotive reserves the right to reject creative appears pixelated, blurry or illegal or devalues the site in any way.

Leaderboard (728 X 90)

Creative dimensions: **728x90** (Standard) & **728x180** (Expanding)

Site served specs:

Format: SWF/GIF file
 Image size: 40kb (standard) 40kb (expanding)
 SWF File size: 40kb (standard) 100kb (expanding)
 Click command: Supply separately

Third party served specs:

Format: SWF/GIF file
 Image size: 40kb (standard) 40kb (expanding)
 SWF file size: 40kb (standard) 100kb (expanding)
 Video/sound asset: 1Mb
 Initial load/preload banner: In cases where polite download is used, initial load/preload banner **MUST** not be left blank
(to at least contain a form of branding i.e. a logo)

Implementation specs:

1 pixel border: If creative supplied is on a white or light coloured background must have 1 pixel boarder

Click tag: All Flash files must be clickTag enabled with below code

```
on (release) {
  getURL (_level0.clickTag, "_blank");
}
```

Flash version: 8 or greater
 Initial download: 40kb
 Polite download: 100kb
 Back up GIF's: Back up GIF's must appear un-pixelated and all writing eligible with clearly defined edges

Animation specs:

Video duration: 30 seconds
 Frame rate: 24 frames per second is standard
 Looping: Can loop

Expanding ads: Expands vertically from **728x90** to **728x180** and **must be third party served.**
 (Sound must be activated and muted with button for user control)
 Sound and video must stop and retract on roll off. Creative must clearly display a **close** button.

Spec notes:

Sold on a CPM basis.
 All creative code must be tested for compatibility with all major browsers and plug-ins before being sent to MediaMotive operations team.
 MREC must only expand on roll over and retract with user roll off
 MREC must expand to the left.
 Video in MREC plays with no sound but can have sound activated on default once fly out is initiated.
 Creative must clearly display a **close, stop, play, pause, volume and rewind buttons.**
 Sound is by default set at 15% of the original maximum volume.

SLA's:

Creative materials due at least 5working days before campaign launch to ensure technical compatibility and approval.

MediaMotive reserves the right to reject creative appears pixelated, blurry or illegal or devalues the site in any way

Sky scraper (120 X 600) & Wide Sky (160x600)

<u>Creative dimensions:</u>	120x600 (Standard Sky), 160x600 (Wide Sky) & 240x600 (Expanding)	Flash version:	8 or greater
<u>Sized served specs:</u>		Initial download:	40kb
Format:	SWF/GIF file	Polite download:	100kb
Image size:	40kb (standard) 40kb (expanding)	Back up GIF's:	Back up GIF's must appear un-pixelated and all writing eligible with clearly defined edges
SWF file size:	40kb (standard) 100kb (expanding)	<u>Animation specs:</u>	
Click command:	Supply separately	Video duration:	30 seconds
<u>Third party served specs:</u>		Frame rate:	24 frames per second is standard
Format:	SWF/GIF	Looping:	Can loop
Image size:	40kb (standard) 40kb (expanding)	Expanding ads:	Expands horizontally from 120x600 to 240x600 and must be third party ad served. (Sound must be activated and muted with button for user control) Sound and video must stop and retract with roll off. Creative must clearly display a close button.
SWF file size:	40kb (standard) 100kb (expanding)	<u>Spec notes:</u>	Sold on a CPM basis. MREC must only expand on roll over and retract with user roll off MREC must expand to the left. Video in MREC plays with no sound but can have sound activated on default once fly out is initiated. Sound is by default set at 15% of the original maximum volume. Creative must clearly display a close, stop, play, pause, volume and rewind buttons.
Video/sound asset:	1Mb	All creative code must be tested for compatibility with all major browsers and plug-ins before being sent to MediaMotive operations team.	
Initial load/preload banner:	In cases where polite download is used, initial load/preload banner MUST not be left blank (to at least contain a form of branding i.e. a logo)		
<u>Implementations specs:</u>		<u>SLA's:</u>	<u>Creative materials due at least 5working days before campaign launch</u> to ensure technical compatibility and approval.
1 pixel border:	If creative supplied is on a white or light coloured background must have 1 pixel boarder		
Click tag:	All Flash files must be clickTag enabled with below code		MediaMotive reserves the right to reject creative appears pixelated, blurry or illegal or devalues the site in any way.
	<pre>on (release) { getURL (_level0.clickTag, "_blank"); }</pre>		

Inline Banner (450x90)

Creative dimensions: 450x90
Sized served specs:
Format: SWF/GIF file
Image size: 30kb
SWF file size: 30kb
Click command: Supply separately

Third party served specs:

Format: SWF/GIF
Image size: 30kb
SWF file size: 30kb
Initial load/preload banner: In cases where polite download is used, initial load/preload banner **MUST** not be left blank (to at least contain a form of branding i.e. a logo)

Implementations specs:

1 pixel border: If creative supplied is on a white or light coloured background must have 1 pixel boarder

Click tag: All Flash files must be clickTag enabled with below code

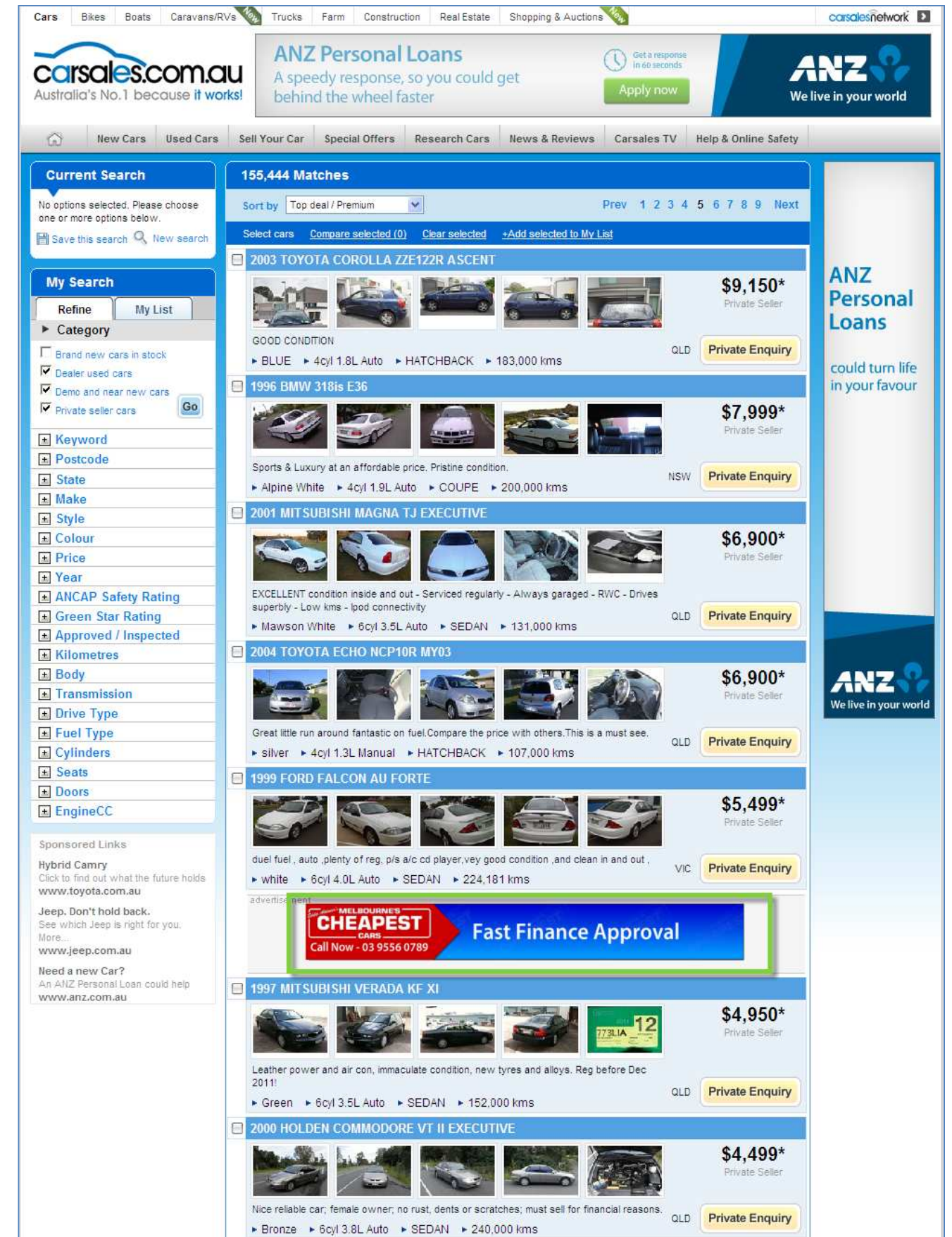
```
on (release) {
  getURL (_level0.clickTag, "_blank")
}
```

Flash version: 8 or greater
Back up GIF's: Back up GIF's must appear un-pixilated and all writing eligible with clearly defined edges.

Spec notes: Sold on a CPM basis. All creative code must be tested for compatibility with all major browsers and plug-ins before being sent to MediaMotive operations team.

SLA's: **Creative materials due at least 5working days before campaign launch** to ensure technical compatibility and approval.

MediaMotive reserves the right to reject creative appears pixelated, blurry or illegal or devalues the site in any way.



300x100 Tile

Creative dimensions: **300x100**

Sized served specs:

Format: Static GIF

Image size: 20kb
 SWF file size: 20kb
 Click command: Supply separately

Implementations specs:

1 pixel border: If creative supplied is on a white or light coloured background creative must have 1 pixel black boarder

Spec notes: All creative code must be tested for compatibility with all major browsers and plug-ins before being sent to MediaMotive operations team.

SLA's: **Creative materials due at least 5 working days before campaign launch** to ensure technical compatibility and approval.

MediaMotive reserves the right to reject creative appears pixelated, blurry or illegal or devalues the site in any way.

The screenshot shows the carsales.com.au website interface. At the top, there's a navigation bar with categories like Cars, Bikes, Boats, etc. The main header features the site logo and a 'Find out more' button. Below the header, there's a 'Toolbox' with options like 'Back to search results', 'Save this car', 'Print', 'Send To Friend', 'Report a unique car', 'REVS vehicle check', 'Post to Facebook', and 'Email me cars'. The central part of the page displays a 'Private Seller Car' listing for a '2004 TOYOTA CAMRY MCV36R GRANDE' priced at '\$15,000*'. It includes a photo of the car and a 'Vehicle Details' table with the following information:

Last Modified Date	15/05/2011
Vehicle	2004 TOYOTA CAMRY MCV36R GRANDE
Price	\$15,000*
Kilometres	90,000
Colour	Silver
Interior Colour	Gery
Transmission	4 speed Automatic
Body	4 door 5 seat SEDAN
Drive Type	Front
Engine	6 cylinder Unleaded Multi-point injected 3.0L (2995cc)
Engine Number	1M21718250
Towing Braked	1,600kgs
Towing Not Braked	500kgs
Reg Plate	660RMN
Reg Expiry	OCT-2011
Road Worthy Certificate	Yes
Vehicle ID	9826011
Brief Comments	We are the first owner of the car, which was bought in Oct.2004 at the price of \$46,000
Fuel Economy (Combined)	11.2L / 100km

Below the details is a 'Comments' section with a single comment: 'This Toyota is top-fitted V6 Grande, with factory fitted navigation system(GPS), Genuine leather seats ,sunroof and excellent service history. This car never had accident and always garaged. There is a first-aid phone on the inside mirror(please find it from last photo),it can be directly linked to Toyota centre if any emergency matters happens and will receive help at the first time.The car is in a good driving condition because we just drove privately and took care well. Rare chance to have such a high quality car! Be quick to call me on 0438056588 ,give me a responsible offer!inspection welcome.' At the bottom right, there's a 'Send Enquiry' button and a 'Vehicle Enquiry' form with fields for Name, Email, Address, Suburb, Postcode, Mobile Phone, Work Phone, and Home Phone. A 'Send Enquiry' button is also present below the form.

STANDARD MREC

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carsalesnetwork

Toolbox

- [Back to search results](#)
- [Save this car](#)
- [Print](#)
- [Send To Friend](#)
- [Report a unique car](#)
- [REVS vehicle check](#)
- [Post to Facebook](#)

Aussie Car Finance Calculator

[Calculate now](#)

My List

- [Saved searches](#)
No saved searches
- [Saved cars](#)
No saved cars
- [Recent cars](#)

Private Seller Car

2007 BMW M3 E92 **\$95,000***

[Previous car](#) [View matching dealer cars](#) [Next car](#)

Vehicle Details	
Last Modified Date	31/01/2011
Vehicle	2007 BMW M3 E92
Price	\$95,000*
Kilometres	51,584
Colour	Interlagos Blue
Interior Colour	Palladium Silver (grey)
Transmission	6 speed Manual
Body	2 door 4 seat COUPE
Drive Type	Rear
Engine	8 cylinder Premium Unleaded Multi-point injected 4.0L (3990cc)
Reg Plate	VRU469
Reg Expiry	OCT-2011
Road Worthy Certificate	No
Vehicle ID	9646197

Fill in this form to send a message to the advertiser.

Name Mandatory Field

Email

Address

Suburb

Postcode

*At least one phone number is required:

Mobile Phone

Work Phone

Home Phone

Your Comments

The Seller does not consent to receiving commercial messages from third parties

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[Send Enquiry](#)

By clicking the send enquiry button you acknowledge that you have read and agree to abide by the Carsales Network Terms and Conditions and Privacy Policy

For tips on safer buying [click here](#)

Vehicle Enquiry

Fill in this form to send a message to the advertiser.

Name Mandatory Field

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Address

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*At least one phone number is required:

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MELBOURNE'S CHEAPEST CARS

Massive Sale Event on this weekend!

[CLICK HERE](#)

Cnr Bignell & South Roads, Moorabbin, VIC 3189 (03) 9556 0777

Comments

BMW M3 in excellent condition. Amazing car that has always been taken care of and just been detailed. The car was purchased new and has never been in an accident and has never been raced.

Non-standard options: Extended leather, 19" M Double Spoke 220 rims, Electric sunroof, Electric rear roller blind, Extended iPod connectivity.

Selling to upgrade to a new car.

Seller Details

Contact Name	David
Suburb	BALWYN NORTH
Location	VIC
PostCode	3104

View the Seller's contact details
To protect our seller's contact details from being collected by potential scammers, we require you to complete the following security check. Simply enter the letters as shown below.

EXPANDING MREC

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carsalesnetwork

Toolbox

- [Back to search results](#)
- [Save this car](#)
- [Print](#)
- [Send To Friend](#)
- [Report a unique car](#)
- [REVS vehicle check](#)
- [Post to Facebook](#)

Aussie Car Finance Calculator

[Calculate now](#)

My List

- [Saved searches](#)
No saved searches
- [Saved cars](#)
No saved cars
- [Recent cars](#)

Private Seller Car

2007 BMW M3 E92 **\$95,000***

[Previous car](#) [View matching dealer cars](#) [Next car](#)

Vehicle Details	
Last Modified Date	31/01/2011
Vehicle	2007 BMW M3 E92
Price	\$95,000*
Kilometres	51,584
Colour	Interlagos Blue
Interior Colour	Palladium Silver (grey)
Transmission	6 speed Manual
Body	2 door 4 seat COUPE
Drive Type	Rear
Engine	8 cylinder Premium Unleaded Multi-point injected 4.0L (3990cc)
Reg Plate	VRU469
Reg Expiry	OCT-2011
Road Worthy Certificate	No
Vehicle ID	9646197

Fill in this form to send a message to the advertiser.

Name Mandatory Field

Email

Address

Suburb

Postcode

*At least one phone number is required:

Mobile Phone

Work Phone

Home Phone

Your Comments

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MELBOURNE'S CHEAPEST CARS

Massive Sale Event on this weekend!

[CLICK HERE](#)

Cnr Bignell & South Roads, Moorabbin, VIC 3189 (03) 9556 0777

Comments

BMW M3 in excellent condition. Amazing car that has always been taken care of and just been detailed. The car was purchased new and has never been in an accident and has never been raced.

Non-standard options: Extended leather, 19" M Double Spoke 220 rims, Electric sunroof, Electric rear roller blind, Extended iPod connectivity.

Selling to upgrade to a new car.

Seller Details

Contact Name	David
Suburb	BALWYN NORTH
Location	VIC
PostCode	3104

View the Seller's contact details
To protect our seller's contact details from being collected by potential scammers, we require you to complete the following security check. Simply enter the letters as shown below.

Hit some hybrid myths in the new Honda Insight

Arrow keys: move
Spacebar: fire

[Start Game](#)

[Close](#)

STANDARD SKY

WIDE SKY

EXPANDING SKY

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MELBOURNE'S CHEAPEST CARS
Call Now - 03 9556 0789

Fast Finance Approval

Current Search: No options selected. Please choose one or more options below.

154,863 Matches

2009 FERRARI F430 F136 SCUDERIA \$590,000*

2008 FERRARI F430 F136 F1 \$535,494*

2007 MERCEDES CL65 C216 MY08 AMG \$499,990*

2008 FERRARI F430 F136 F1 \$465,000*

1978 FORD FALCON XW GTHO PHASE II \$450,000*

2007 FERRARI F430 F136 F1 \$430,000*

Looking to save at the pump?

Ford, of course.

carsales.com.au
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RedBook.com.au
THE PRICING AUTHORITY

My car.

Current Search: No options selected. Please choose one or more options from 'Refine your search' below.

2,394 Matches

2011 Alfa Romeo 159 TBI TBI Sedan 4dr Man 6sp 1.7T

2011 Alfa Romeo 159 TBI TBI Sedan 4dr Man 6sp 1.7T

2011 Alfa Romeo 159 JTD JTD Sedan 4dr Spts Auto 6sp 2.4DT [MY09]

2011 Alfa Romeo 159 JTD TI JTD TI Sedan 4dr Spts Auto 6sp 2.4DT [MY09]

2011 Alfa Romeo 159 JTS TI JTS TI Sedan 4dr Spts Auto 6sp Q4 3.2i [MY09]

2011 Alfa Romeo 159 JTD JTD Wagon 4dr Spts Auto 6sp 2.4DT [MY09]

2011 Alfa Romeo 159 JTD TI JTD TI Wagon 4dr Spts Auto 6sp 2.4DT [MY09]

2011 Alfa Romeo 159 JTS TI JTS TI Wagon 4dr Spts Auto 6sp Q4 3.2i [MY09]

2011 Alfa Romeo Brera V6 V6 Coupe 2dr Spts Auto 6sp Q4 3.2i

2010 Alfa Romeo GT JTS JTS Coupe 2dr Man 5sp 2.0i

2010 Alfa Romeo GT Selespeed JTS Selespeed JTS Coupe 2dr 5sp 2.0i

2010 Alfa Romeo GT JTS Monza JTS Monza Coupe 2dr Man 5sp 2.0i

2010 Alfa Romeo GT JTS Monza JTS Monza Coupe 2dr Selespeed 5sp 2.0i

2010 Alfa Romeo GT Coupe 2dr Man 6sp 3.2i

2010 Alfa Romeo GT 100th Anniversary 100th Anniversary Coupe 2dr Man 6sp 3.2i

Looking to save at the pump?

CHECK OUT THE DEALS NOW >>

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Australia's No.1 because it works!

MELBOURNE'S CHEAPEST CARS
Call Now - 03 9556 0789

Fast Finance Approval

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154,863 Matches

2009 FERRARI F430 F136 SCUDERIA \$590,000*

2008 FERRARI F430 F136 F1 \$535,494*

2007 MERCEDES CL65 C216 MY08 AMG \$499,990*

2008 FERRARI F430 F136 F1 \$465,000*

1978 FORD FALCON XW GTHO PHASE II \$450,000*

2007 FERRARI F430 F136 F1 \$430,000*

Looking to save at the pump?

Get an XR6 from the Award Winning Falcon range, with 17" alloys, sports shift auto and sports seats for only \$36,990* drive away.

STANDARD LEADERBOARD

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Australia's No.1 because it works!

My car.

Current Search: No options selected. Please choose one or more options below.

76,261 Matches

Sort by: Top deal / Premium

2010 CHEVROLET CAMARO 2SS
\$115,000*
Private Seller
NEW 2011 CAMARO, RECENTLY ARRIVED! FULLY OPTIONED 2SS WITH R/S PACKAGE. PRICE INCLUDES FULL ADR COMPLETED RHD CONVERSION
BLACK ▶ 8cyl 6.2L Manual ▶ COUPE ▶ 20 kms

2007 AUDI RS4 B7 QUATTRO
\$109,990*
Private Seller
Immaculate Low Km Car with Milltek Exhaust System and H&R lowering springs. Set up perfectly.
Daytona Grey ▶ 8cyl 4.2L Manual ▶ SEDAN ▶ 38,000 kms

2007 BMW M3 E92
\$95,000*
Private Seller
First owner. Full BMW service history. Always garaged. Sunroof. 19 M Double Spoke 220s. Extended Leather with aluminium trim.
Interlagos Blue ▶ 8cyl 4.0L Manual ▶ COUPE ▶ 51,584 kms

2006 PORSCHE CAYENNE 9PA MY06 TURBO
\$89,900*
Private Seller
this is like new twin turbo, in brand new condition with 22" rims -560 hp package
grey/gunmetal ▶ 8cyl 4.5L Semi-Auto ▶ WAGON ▶ 79,000 kms

2010 VOLVO S80 A Series MY10 V8 GEARTRONIC AWD R-DESIGN
\$79,990*
Private Seller
Company Director Demo Volvo S80 V8 Rdesign AWD. Save \$30,000 of new price with only 3,500kms.
Black ▶ 8cyl 4.4L Semi-Auto ▶ SEDAN ▶ 3,500 kms

My car.
your car.

EXPANDING LEADERBOARD

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

My car.

Current Search: No options selected. Please choose one or more options below.

76,261 Matches

Sort by: Top deal / Premium

2010 CHEVROLET CAMARO 2SS
\$115,000*
Private Seller
NEW 2011 CAMARO, RECENTLY ARRIVED! FULLY OPTIONED 2SS WITH R/S PACKAGE. PRICE INCLUDES FULL ADR COMPLETED RHD CONVERSION
BLACK ▶ 8cyl 6.2L Manual ▶ COUPE ▶ 20 kms

2007 AUDI RS4 B7 QUATTRO
\$109,990*
Private Seller
Immaculate Low Km Car with Milltek Exhaust System and H&R lowering springs. Set up perfectly.
Daytona Grey ▶ 8cyl 4.2L Manual ▶ SEDAN ▶ 38,000 kms

2007 BMW M3 E92
\$95,000*
Private Seller
First owner. Full BMW service history. Always garaged. Sunroof. 19 M Double Spoke 220s. Extended Leather with aluminium trim.
Interlagos Blue ▶ 8cyl 4.0L Manual ▶ COUPE ▶ 51,584 kms

2006 PORSCHE CAYENNE 9PA MY06 TURBO
\$89,900*
Private Seller
this is like new twin turbo, in brand new condition with 22" rims -560 hp package
grey/gunmetal ▶ 8cyl 4.5L Semi-Auto ▶ WAGON ▶ 79,000 kms

2010 VOLVO S80 A Series MY10 V8 GEARTRONIC AWD R-DESIGN
\$79,990*
Private Seller
Company Director Demo Volvo S80 V8 Rdesign AWD. Save \$30,000 of new price with only 3,500kms.
Black ▶ 8cyl 4.4L Semi-Auto ▶ SEDAN ▶ 3,500 kms

My car.
your car.

LEVEL 1 READY!

Find Out More