

carsales Network – Creative Advertising Rules

1. DEALER LOCATOR

Dealer postcode locator or other such functionality is not to be used in creative on the carsales Network. No functionality is allowed within the creative that allows the user to directly enter, provide their postcode / personal details or dropdown list in order to locate a dealer. Tabs within creative to request a test drive, brochure or to see T & C's are permitted as long as the forms do not show dealer locations. All tabs and clickable links must open in a new window. No banner advertisement can open a web based e-mail service or PDF.

2. CLICK THROUGH PROCESS

Manufacture/Dealer campaigns are **not permitted** to link directly to a stock listings page. Campaigns can link through to the following pages:

- a. New car features pages
- b. Benefits/Special Offers pages
- c. Repayments pages
- d. Model Options/Configurations page

In order to reach a Dealer stock listings page from carsales sites, two clicks rule must apply.

- Example of a **permitted** click through process for a manufacture or dealer/dealer co op campaign.

carsales → Manufacturer/Dealer Homepage → stock results

- Example of a **not permitted** click through process.

carsales → Manufacturer/Dealer stock listings page

3. MESSAGING

No creative can display messaging, logos or make reference to competitor publishers.

- Example of **permitted** reference messaging: "RACV car of the year 2011"
- Example of **not permitted** messaging: "Drive car of the year 2011"

4. VIDEO

In-banner video can start on launch of page, however, audio **must be muted** and turned on via user initiation.

5. EXPANDING CREATIVE

Expanding creative out of any ad unit must be user initiated via **roll on** and **retract with roll off**. It must also clearly display and **Close** button.

6. OTP (Over the Page) EXPANDING CREATIVE

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.

7. CREATIVE BORDERS

Creative that has a white or light-coloured background must have a 1 pixel black border.

8. CREATIVE DELIVERY

Creative needs to be delivered on time. If creative is not received on time, this could delay the start of the campaign.

IAB Standard Creative:	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

9. CREATIVE SPECIFICATIONS

If the creative does not meet the set specifications, it may be rejected and asked to be revised. This could delay the start of the campaign.

10. INTEGRATED SPONSORSHIPS – MINIMUM 3 MONTH TERM

When purchasing an Integrated Sponsorship on any site under the carsales.com.au network (both insurance and finance) a minimum term of three month sponsorship must be signed.

11. INSURANCE ADVERTISERS

No Insurance advertisers are to appear in Newcar (inclusive of BNCIS – brand new cars in stock, Generic and Demo Near New) on includes Carsales, Yahoo7 Carsales and CarPoint for leaderboards, MREC's and 300x100 tiles.

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

