

motion

AD SPECIFICATIONS

CarsIreland.ie

Carzone 

cartell.ie

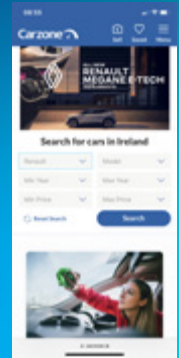
CARZONE HOMEPAGE TAKEOVER

High impact format delivered onto mobile & desktop homepage, designed to increase awareness & consideration and is available as a 24-hour tenancy.

- Designed to increase awareness & consideration and is available as a 24- hour tenancy.
- All assets to be built using our bespoke PSD Template.



DESKTOP: 1024PX AND ABOVE



MOBILE : BELOW 600PX

UNIT	DESKTOP SKIN	ACCOMPANYING ASSETS	MOBILE SKIN
FILES ACCEPTED	JPEG/PNG/GIF	TAGS/JPEG/PNG/GIF	JPEG/PNG/GIF
DIMENSIONS	1580x1800	970x250	750x422
ANIMATION	NO	YES - 15 SEC MAX 3 ROTATIONS MAX	NO
VIDEO	NO	YES - 30 SEC MAX 3 ROTATIONS MAX	NO
MAX FILE SIZE	900KB MAX COMBINED FILE SIZE Try to split this as evenly as possible as the file weight will affect the load time on page		90KB MAX
LEAD TIME	5 WORKING DAYS FOR TESTING APPROVAL		

* Safe area 120px each side on the skin from the site furniture



INSEARCH RESPONSE WEB

Our contextual responsive native format that sits within our search results pages on desktop & mobile.

- InSearch Response is designed to deliver high CTR to external sites and brand hubs.
- Available as a direct CPM product typically targeted to audience, brand keywords and competitor keywords.



	DESKTOP	MOBILE
IMAGE DIMENSIONS	1 x 4:3 (400x300 recommended)	1 x 16:9 (1200x628 recommended)
IMAGE FILE SIZE	MIN 30KB / MAX 60KB	MIN 80KB / MAX 150KB
LOGO FILE SIZE	MAX 10KB (45X45 recommended)	
TITLE	MAX 40 CHARACTERS (incl. spaces)	
SUBTITLE	MAX 75 CHARACTERS (incl. spaces)	
BODY	MAX 100 CHARACTERS (incl. spaces)	
CALL TO ACTION (recommended options)	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST	
LEAD TIME	2 WORKING DAYS	
TRACKING	IF YOU REQUIRE 3RD PARTY TRACKING, WE WILL NEED AN IMAGE BASED TRACKING PIXEL AND TRACKABLE CLICK THROUGH URL. ONLY 1 TRACKING PIXEL MAY BE USED	

[↓ INSEARCH TEMPLATES](#)

INSEARCH VIDEO

Our contextual responsive native format that sits within our search results pages on desktop & mobile.

- InSearch Video is designed to showcase your brands features using high quality video.
- Available as a direct CPM product typically targeted to audience, brand keywords and competitor keywords.

NOTE: Creative should be understood with the sound off.



	DESKTOP	MOBILE
VIDEO DIMENSIONS	1 x 16:9 (1280x720 recommended)	
VIDEO FILE SIZE	MAX 30MB	
VIDEO DELIVERY	VAST 4.0 OR LOWER MP4 (LOCALLY HOSTED)	
LOGO FILE SIZE	MAX 10KB (45X45 recommended)	
TITLE	MAX 40 CHARACTERS (incl. spaces)	
BODY	MAX 100 CHARACTERS (incl. spaces)	
CALL TO ACTION (recommended options)	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST	
LEAD TIME	2 WORKING DAYS	
TRACKING	IF YOU REQUIRE 3 RD PARTY TRACKING, WE WILL NEED AN IMAGE BASED TRACKING PIXEL AND TRACKABLE CLICK THROUGH URL. ONLY 1 TRACKING PIXEL MAY BE USED	

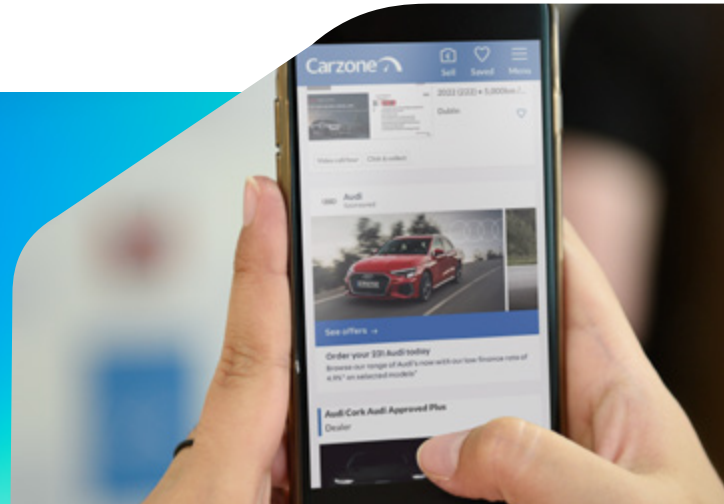
[↓ INSEARCH TEMPLATES](#)

INSEARCH CAROUSEL MOBILE

Our contextual responsive native format that sits within our search results pages on mobile.

- InSearch Carousel is designed to showcase your brand in a unique and engaging manner.
- Available as a direct CPM product typically targeted to audience, brand keywords and competitor keywords.

NOTE: Creative should be understood with the sound off.



	MOBILE
IMAGE DIMENSIONS	3 x 16:9 (1200x628 recommended)
IMAGE FILE SIZE	MIN 80KB / MAX 150KB
LOGO FILE SIZE	MAX 10KB (45X45 recommended)
TITLE	MAX 40 CHARACTERS (incl. spaces)
SUBTITLE	/
BODY	MAX 100 CHARACTERS (incl. spaces)
CALL TO ACTION (recommended options)	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST
LEAD TIME	2 WORKING DAYS
TRACKING	IF YOU REQUIRE 3 RD PARTY TRACKING, WE WILL NEED AN IMAGE BASED TRACKING PIXEL AND TRACKABLE CLICK THROUGH URL. ONLY 1 TRACKING PIXEL MAY BE USED

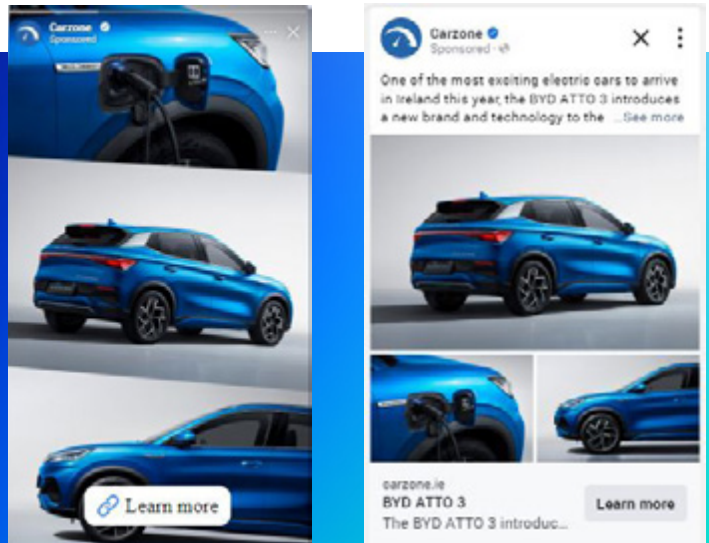
[↓ INSEARCH TEMPLATES](#)

AD SPECS

SOCIAL

We have created a number of social assets to support your brand marketing activity.

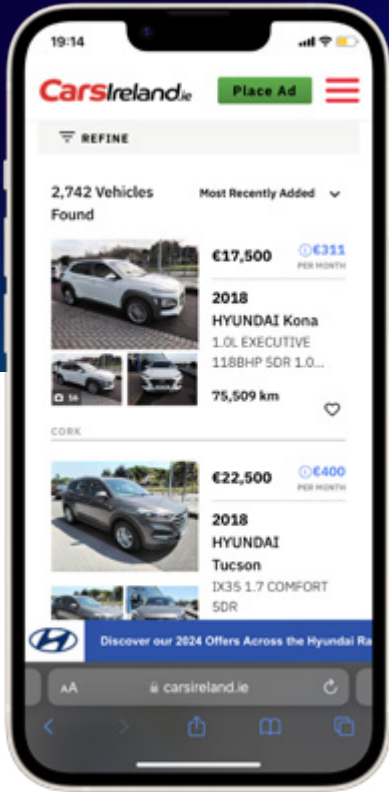
Tailored to your campaign and targeted to a mix of Carzone and CarsIreland social audiences, these social creatives will drive engaged car buyers to external brand and retailer websites.



UNIT	STANDARD CARD	CAROUSEL	SOCIAL VIDEO
IMAGE DIMENSIONS	600x600 / 1080x1080 1:1 ASPECT RATIO	600x600 / 1080x1080 1:1 ASPECT RATIO + 2 IMAGES REQUIRED	600x600 / 1080x1080 1:1 ASPECT RATIO
IMAGE FILE SIZE	MIN 30KB/MAX 120KB JPEG / PNG	MIN 30KB/MAX 120KB JPEG / PNG	MAX 4GB 30 sec max
HEADLINE	MAX 40 CHARACTERS (incl. spaces)		
PRIMARY	MAX 125 CHARACTERS (incl. spaces)		
CALL TO ACTION	LEARN MORE APPLY NOW BOOK NOW CONTACT US CONTACT US DOWNLOAD GET OFFER GET QUOTE		
LEAD TIME	5 WORKING DAYS		
TRACKING	IF YOU REQUIRE 3 RD PARTY TRACKING, WE WILL NEED AN IMAGE BASED TRACKING PIXEL AND TRACKABLE CLICK THROUGH URL. ONLY 1 TRACKING PIXEL MAY BE USED		

ADMESSENGER FORMAT

AdMessenger is a mobile ticker-style ad platform that can deliver a custom 160-character scrolling text ad with a logo to any mobile device.



UNIT	MOBILE
IMAGE DIMENSIONS	120x50 LOGO
MESSAGE	160 MAX CHARACTER COUNT
COLOUR PALLET	HEX/HTML COLOUR CODE

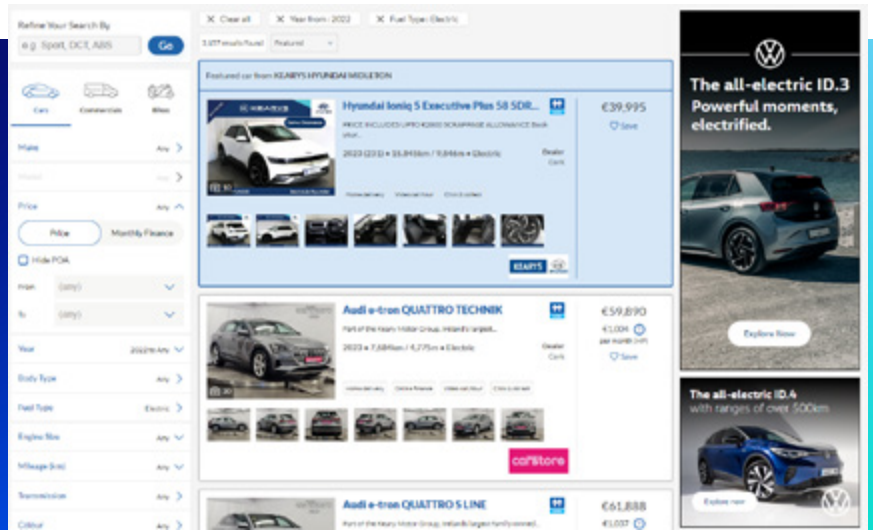


IAB STANDARD FORMATS

Billboard, Leaderboard, MPU, DMPU and 320x50.



- Carzone and Carsireland are IAB Gold Standard certified publishers to uphold brand safety standards.
- The IAB recommends that all publishers offer these formats as a minimum.



	BILLBOARD	LEADERBOARD	MPU	HALF PAGE
DIMENSIONS	970x250PX	728x90PX	300x250PX	300x600PX
MAX WEIGHT	200KB	200KB	200KB	200KB
ANIMATION LENGTH	30 SEC	30 SEC	30 SEC	30 SEC
TYPE	JPG, GIF, PNG, HTML5	JPG, GIF, PNG, HTML5	JPG, GIF, PNG, HTML5	JPG, GIF, PNG, HTML5
THIRD PARTY SERVING	YES	YES	YES	YES

BRAND SAFETY

We take brand safety and privacy very seriously and work closely with industry bodies such as IAB and Didomi to protect user privacy and uphold GDPR compliance.

We have strict internal policies that we adhere to for all digital advertising campaigns we manage. All digital advertising campaigns are managed by our in-house campaign management team using the latest technology.

Bookings placed on Motion sites are placed in a high quality, brand safe environment for advertisers with no user generated content or any non-automotive video content. Bookings will be placed alongside private and trade advertisements. Each advertisement has been approved by our in-house teams and sellers must adhere to our terms and conditions.



TAKE DOWN POLICY

In the unfortunate event that an advertisement is displayed against content that is considered inappropriate we will remove the advertisement no more than 24 hours from when the notification is received. Upon the notification being received, our campaign management team will work directly with internal team to remove any activity deemed in breach of contractual obligations. If you have any concerns about any Display Advertising on Motion, please contact adops@motion.ie.