

SEARCH CARD IMAGE GUIDELINES

Your comprehensive guide to uploading images to Trade Me Motors.

Buyers view your listings through a variety of different devices. This means that we need to ensure your images can fit numerous different sizes to provide the best buyer experience and that your images are looking great, every time.

IMAGE SIZES

We ask that you always supply images in a 4:3 format and **always centre the vehicle in the middle of the frame**. Your images will get cropped on certain devices as the gallery adapts to the new search card sizes for the buyer's device. Clicking on the image within the listing opens up a **full view gallery that shows the original image size**.

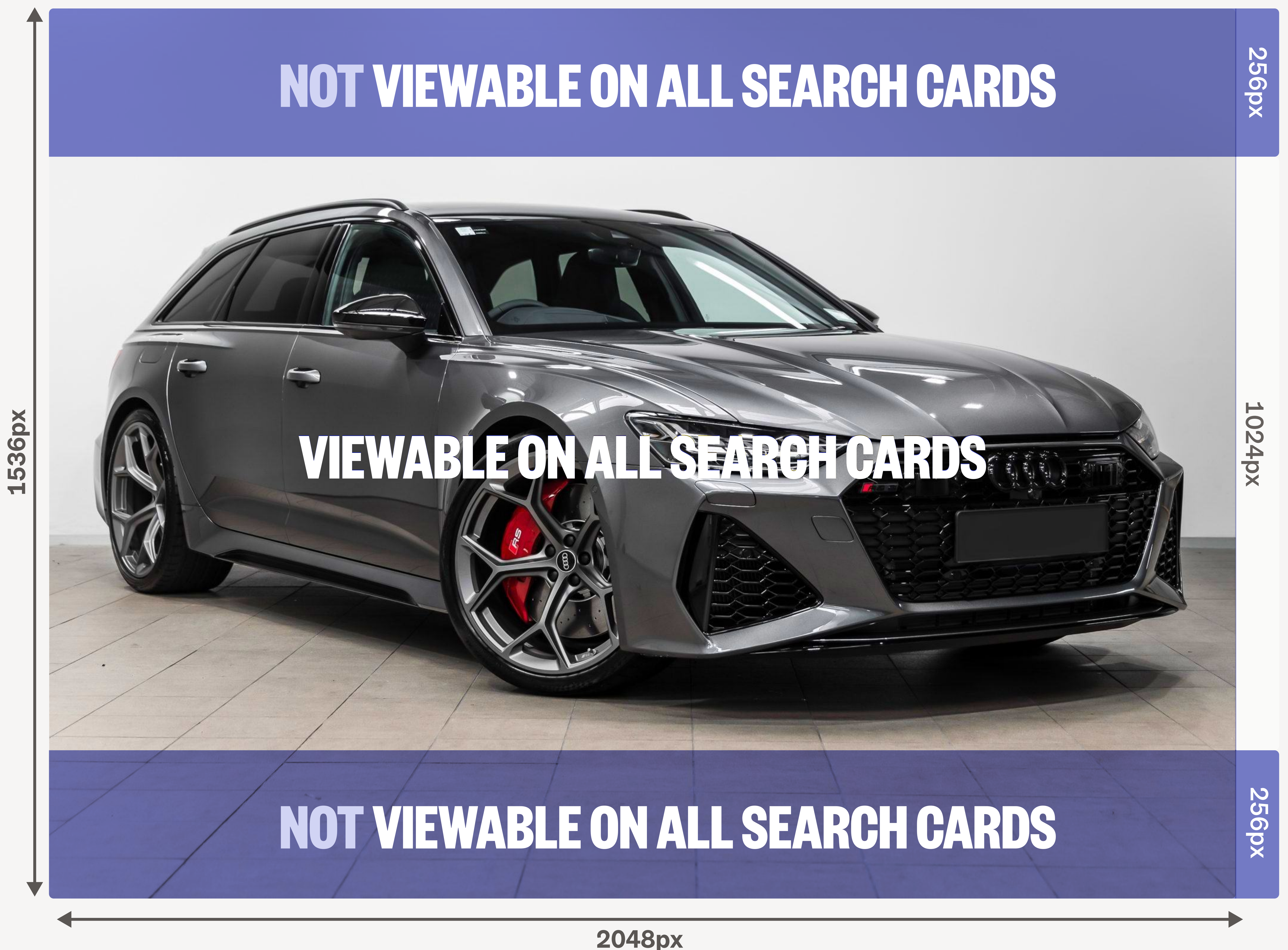
Image ratio: **4:3**

Ideal upload size: **2048 × 1536px**

Minimum upload size: **1024 × 768px**

HOW YOUR IMAGES GET CROPPED

Example supplied at 4:3 ratio with car in middle of the frame

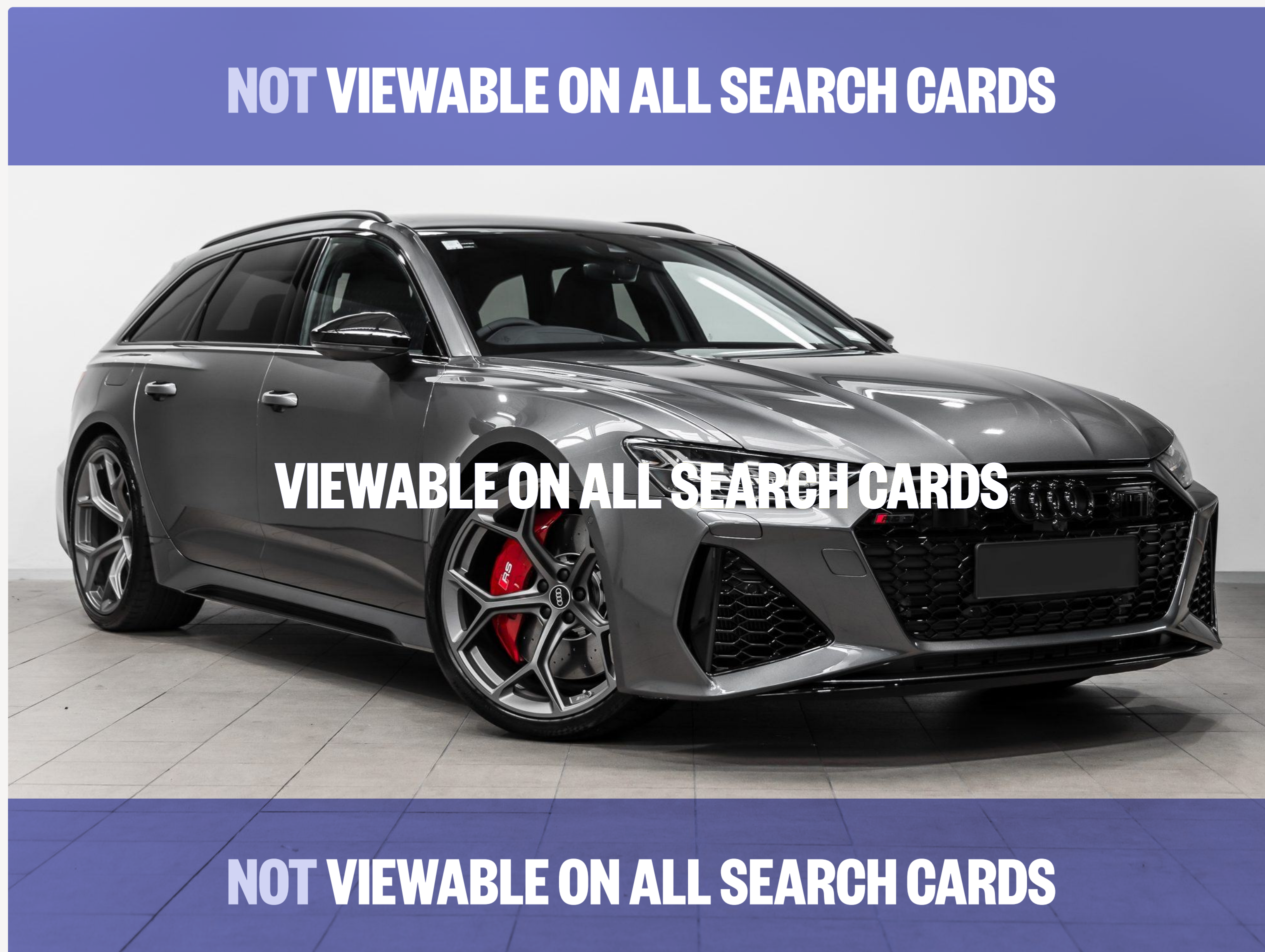


CROPPING EXAMPLES: THE GOOD AND THE NOT SO GOOD

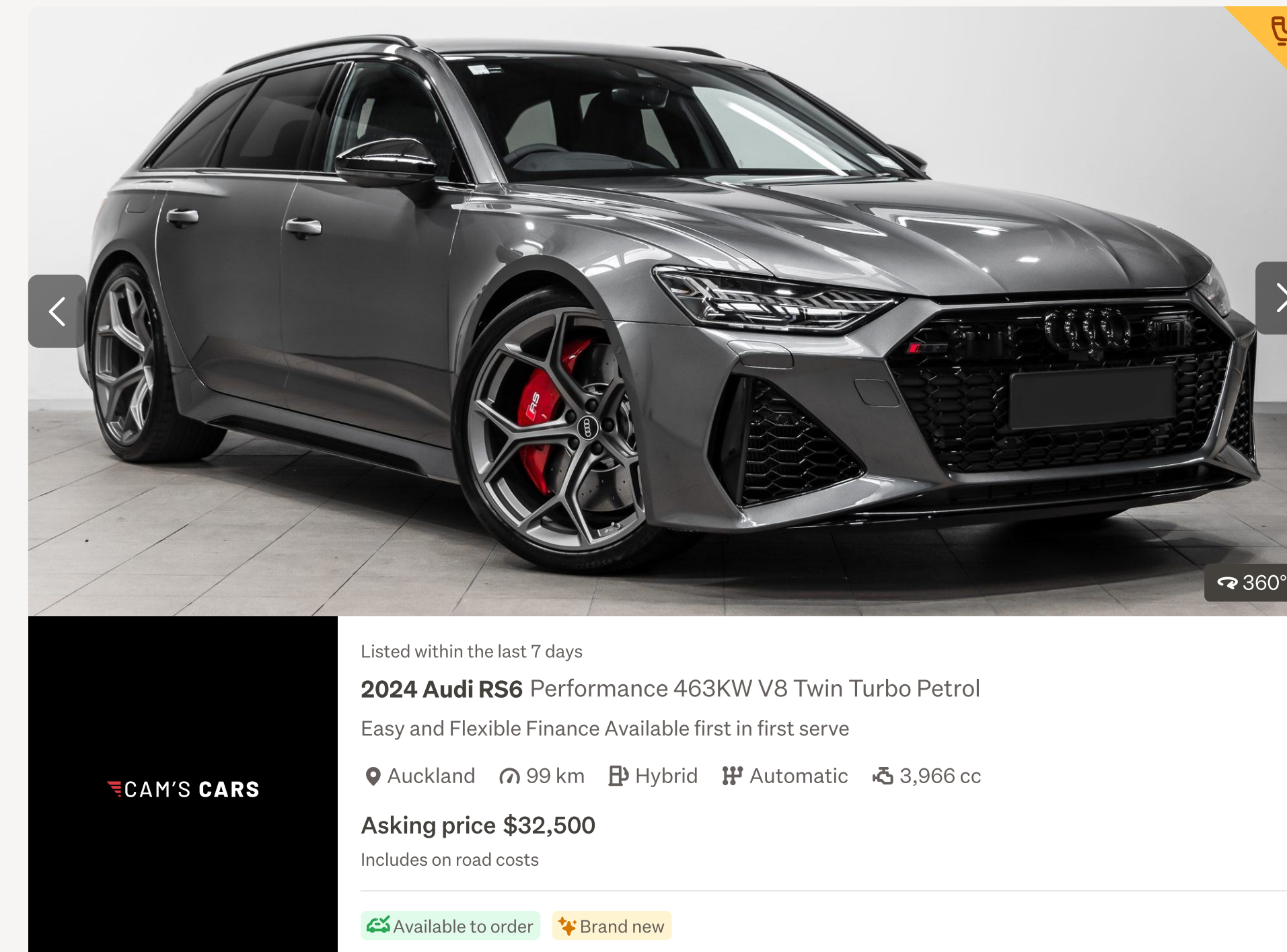
Here are some examples of what good vs bad looks like with our new search cards:

GOOD IMAGE ✓ IMAGE RATIO IS 4:3 ✓ VERTICALLY CENTRED IN FRAME ✓ CORRECT IMAGE SIZE

Search card cropping:

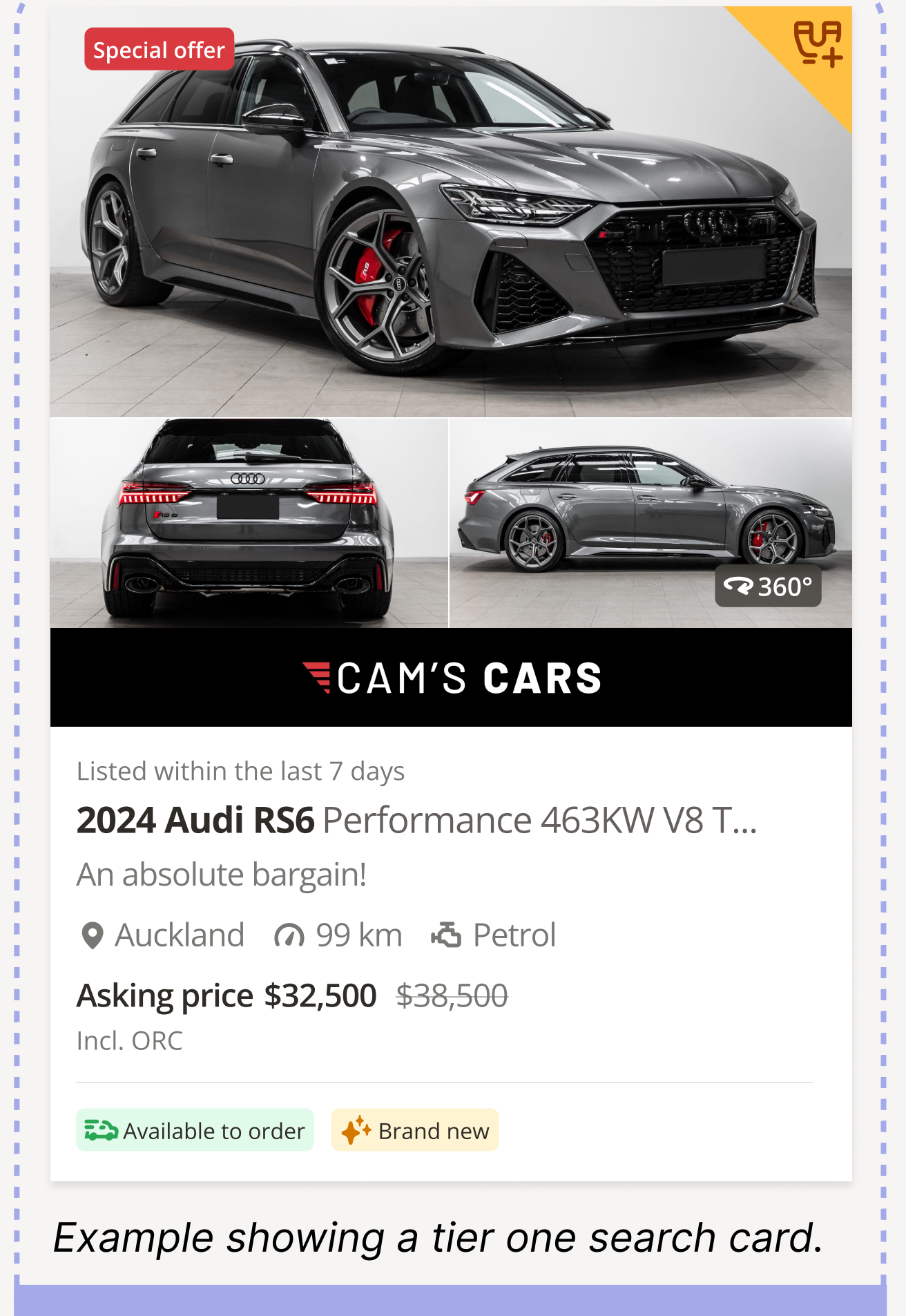


Desktop:



Example showing a tier two search card.

iOS:

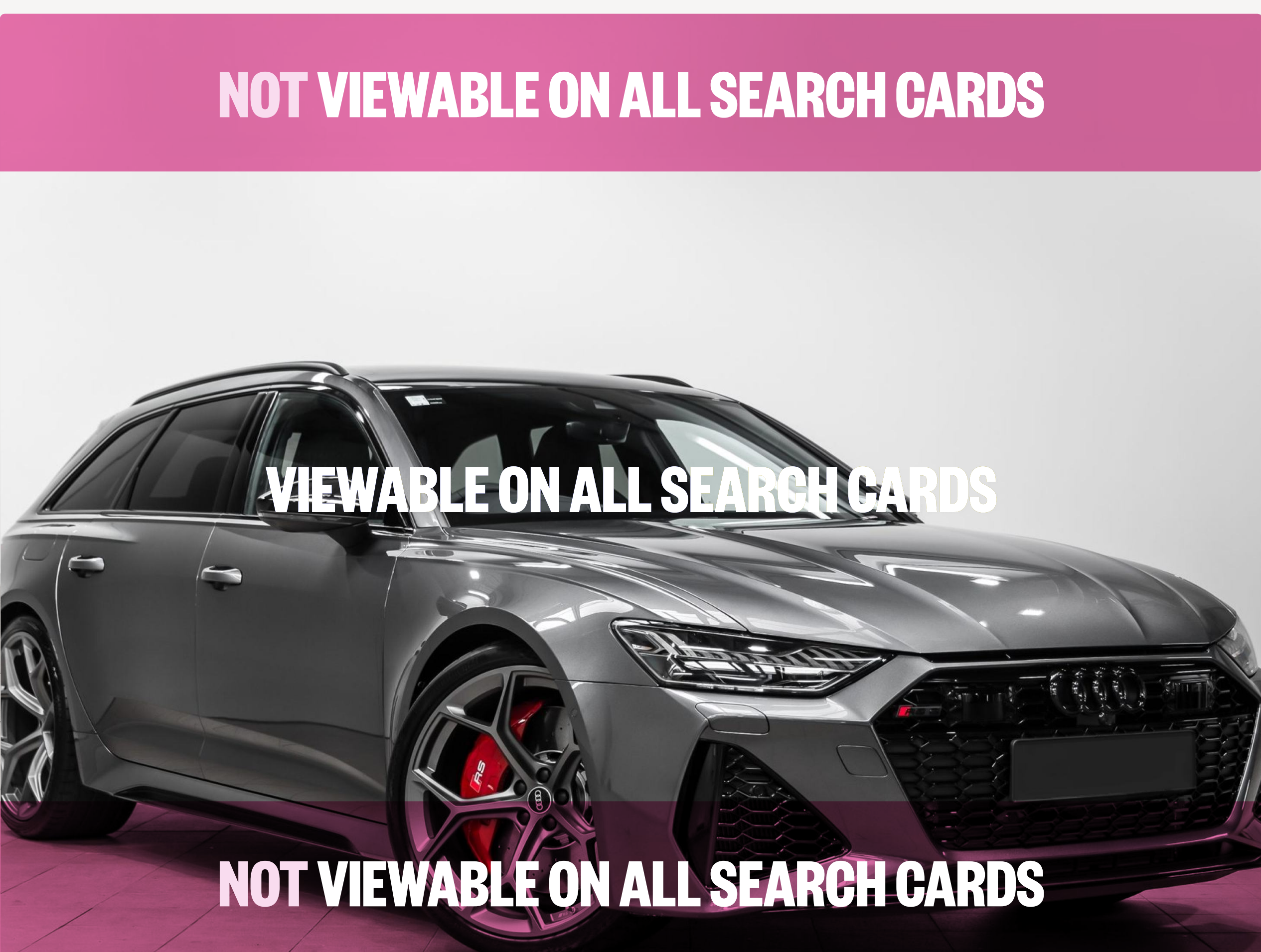


Example showing a tier one search card.

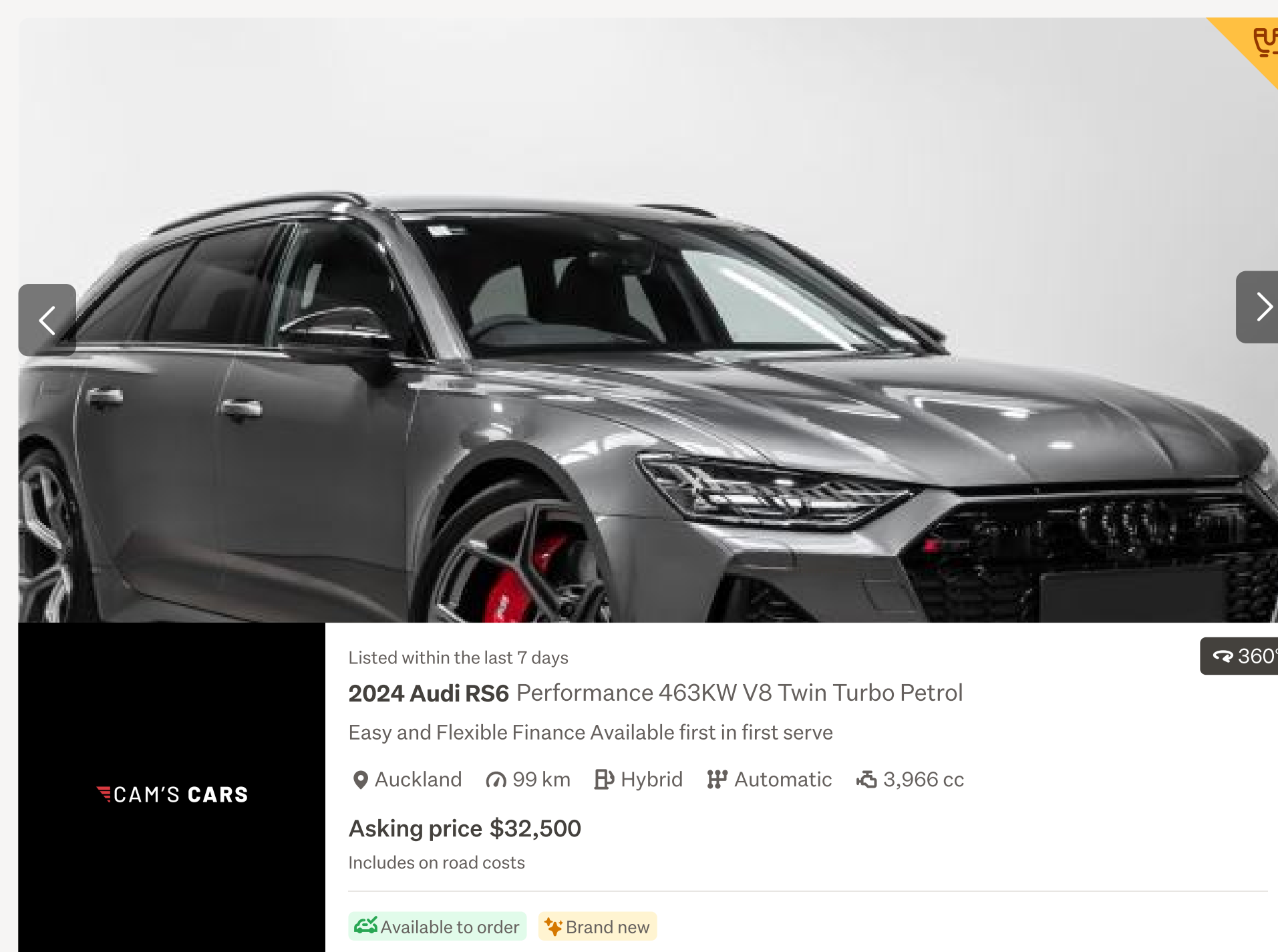
APP IS OUR MOST VIEWED PLATFORM!

NOT GOOD IMAGE VEHICLE NOT VERTICALLY CENTRED IN FRAME IMAGE DISPLAYING INCORRECTLY

Search card cropping:

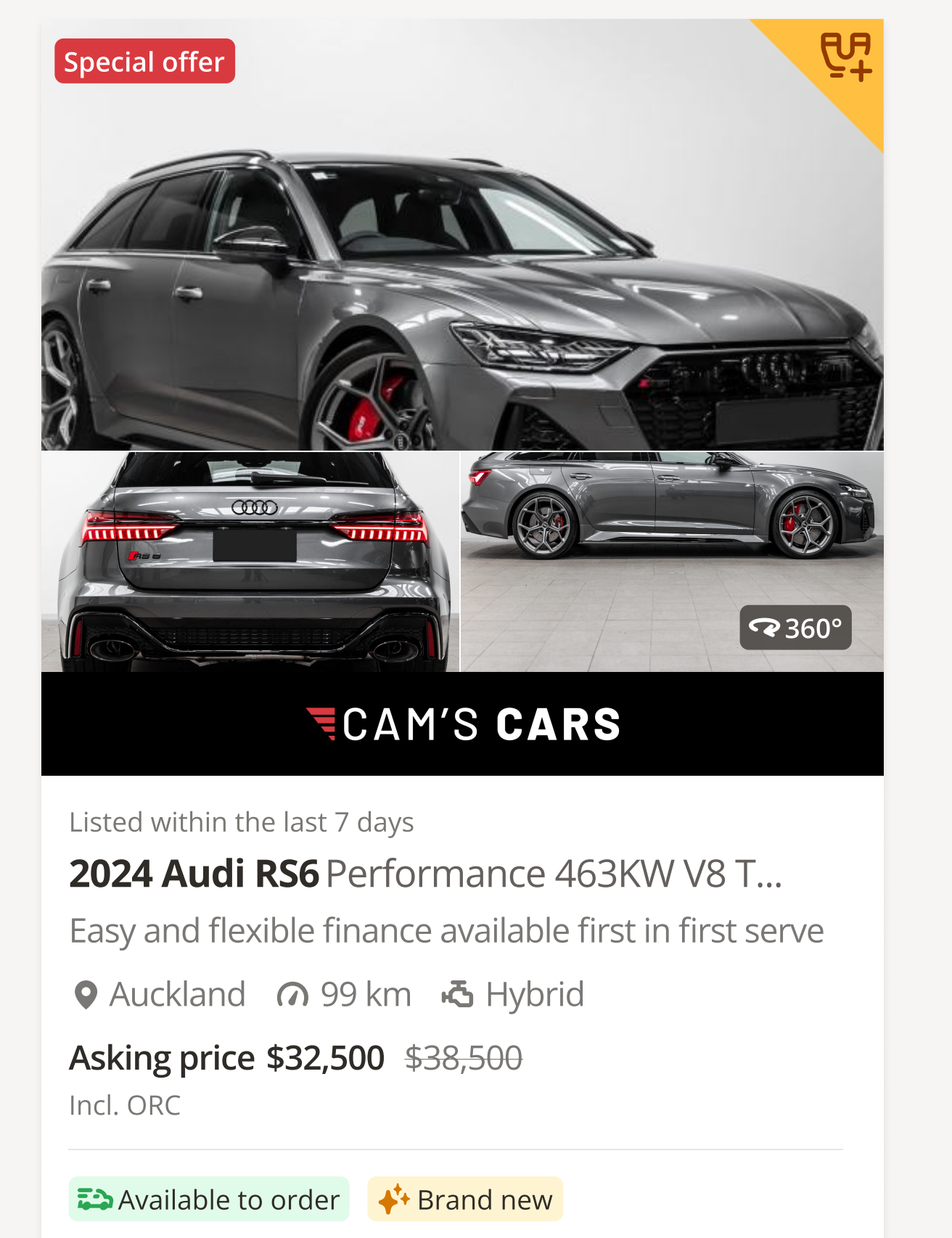


Desktop:






Example showing a tier two search card.

iOS:



Example showing a tier one search card.

TOP TIPS

-  Your listing images act as the display window of your dealership. Make sure you're giving buyers all the information they need up front to be able to trust your brand and what you're all about.
-  Making sure your images are the correct size is one of the easiest ways to appeal to buyers.
-  Ensure your image is clear and is good quality, we recommend file sizes up to 5mb.

Product mockups are indicative only and may be subject to change