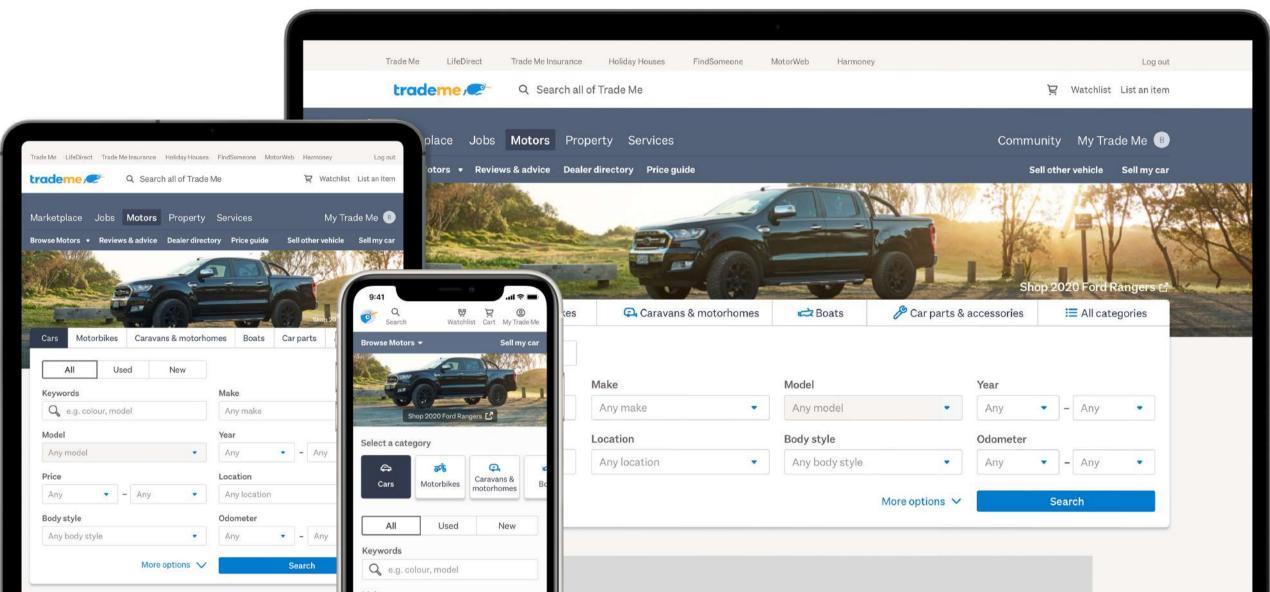
# **Trade Me Motors hero banner**

### Specs & tips





# The Trade Me Motors Hero Banner is a new, high impact brand canvas for advertisers. It allows brands to build awareness and consideration at scale, with **New Zealand's biggest active vehicle buying audience**.

The Hero Banner occupies the most prominent place of all Trade Me Motors' online assets. It is the first thing our audience sees when they visit us. Therefore, we will reserve this space for brands who have messages that best align with our users' needs (vehicle manufacturers) and for creative and imagery that resonates with the Trade Me brand.



## **Specs and details**

## Getting started

- **4 image sizes as per specifications** to cover all breakpoints (mobile, tablet, desktop & extra-large desktop)
- Please check with your account manager for any background colour or image restrictions depending on placement. Any restrictions are in place to ensure good user experiences for our members and clear distinction between hero image creative and the Trade Me brand.

## Basic image specifications

Image	<b>Dimensions (px)</b>	Max file size
Mobile	767 × 135	100kB
Tablet	1279 × 232	150kB

Desktop	1599 × 232	175kB
Extra-large desktop	1920 × 336	300kB

\* No text on the images

\* Provide static images in PNG or JPG format

## Checklist to provide to Trade Me

- 4 images as per specifications.
- Click-through URL.
- CTA Copy: Max 35 character limit in sentence or title case only.



## To keep in mind

**Place most important content in the centre** within the specified safe space so it works across desktop, tablet and mobile breakpoints.

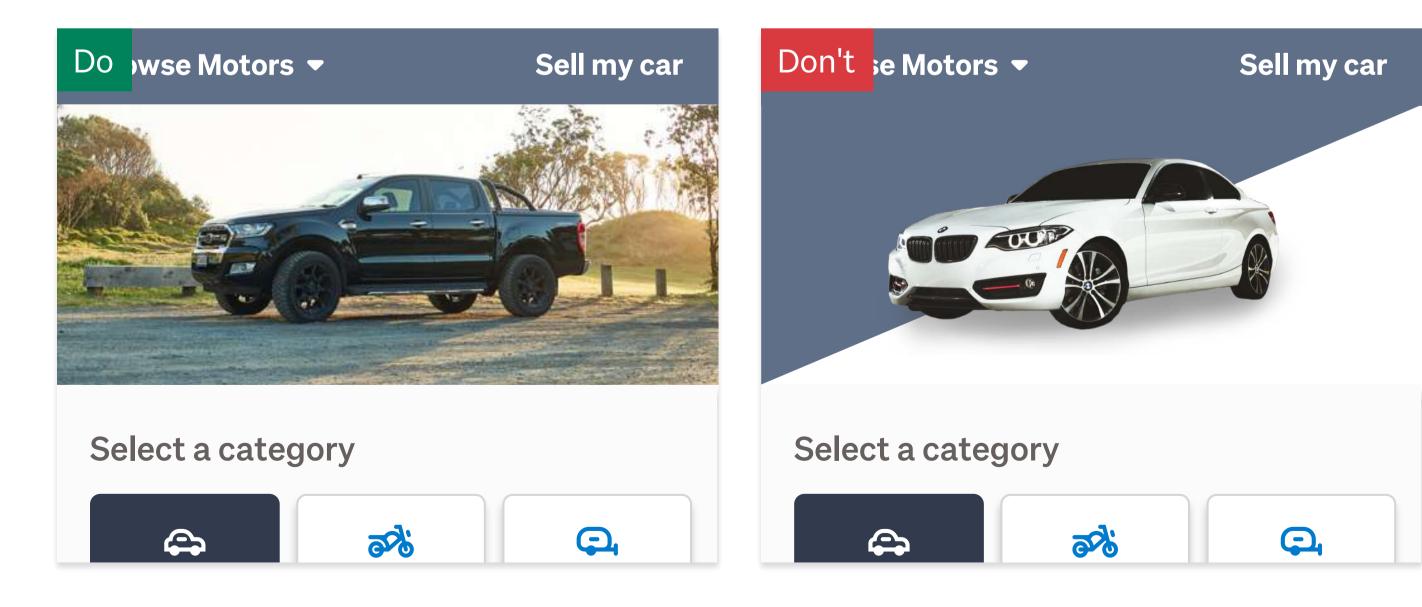


**The image should feel like it's from NZ.** Creative imagery should resonate with the Trade Me brand, feeling like it's for New Zealanders.





**The image should not have a white or transparent background or have colours that are too close to the Trade Me site navigations and brand.** This is to create a distinction between the hero banner image and the Trade Me site and brand.





## Mobile image specifications

Image dimensions: 767 × 135px

File size: 100kB max

File type: Static PNG or JPG



#### Safe zone

320×104px; Keep the most important content within this space.

#### **2** Cut off zone

Placing important content in this area may be cut off on different breakpoints.

#### 3 CTA

Max width: 256px; Area height: 32px; Content in this area will be covered by placement of CTA.

Smallest breakpoint

#### In-situ example

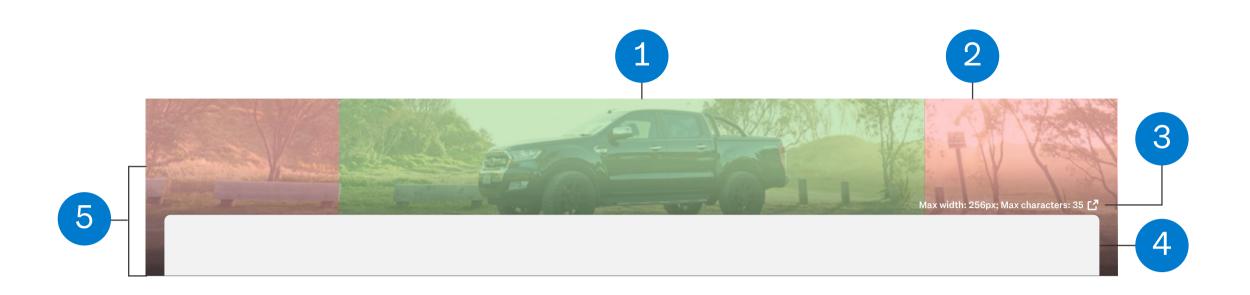
#### Widest breakpoint

#### **Q** Search ង៉ Image: WatchlistImage: CartImage: Optimized CartWatchlistCartMy Trade Me Q ä Ä 0 õ 0 Watchlist Cart My Trade Me Search Sell my car Browse Motors -Sell my car Browse Motors ------Shop 2020 Ford Rangers Shop 2020 Ford Rangers Select a category Select a category B 2 2 Q, IE e. 公 9 **A** Caravans & Caravans & Motorbikes Motorbikes Car parts Boats All categories Cars Cars motorhomes motorhomes All All Used New Used New



## **Tablet image specifications**





#### Safe zone

1

768×152px; Keep the most important content within this space.

#### 2 Cut off zone

Placing important content in this area may be cut off on different breakpoints.

#### **CTA**

3

Placing complex imagery here may

#### **Search box**

Max height: 80px; Any content within

this area will be hidden.

#### 5

#### Gradient

A 145px semi-transparent gradient will be added on top of creative by us; to add better viewability to the CTA.

lower the visibility of the CTA.

#### In-situ example

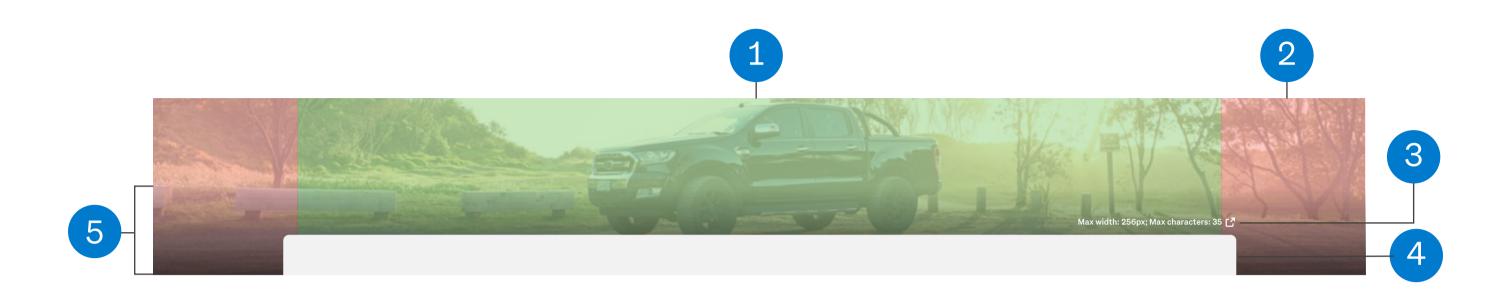
Smallest breakpoint

Tra	ade Me 🛛 L	_ifeDirect	Trade N	le Insurance	Holiday Houses	FindSo	meone	MotorWeb H	Harmoney	Log out
ti	rader	ne 🥏	0	Q Searc	h all of Trade I	Me		,	🛛 Watchlist	List an item
M	larketpl	ace .	Jobs	Motors	Property	Servi	ces		My Tra	ade Me 🔳
Br	rowse Mo	tors 🔻	Review	s & advice	Dealer direct	ory Pi	rice guid	e Sell o	ther vehicle	Sell my car
									Shop 2020 F	ord Rangers
	Cars	Moto	rbikes	Carava	ns & motorho	mes	Boats	Car pa	arts All c	ategories
	Kanna	All	Us	ed	New	Male				



## **Desktop image specifications**





#### Safe zone 1

1280×176px; Keep the most important content within this space.

#### **Cut off zone** 2

Placing important content in this area may be cut off on different breakpoints.

#### СТА

3

Placing complex imagery here may

#### **Search box**

Height: 56px; Any content within this area will be hidden.

#### 5

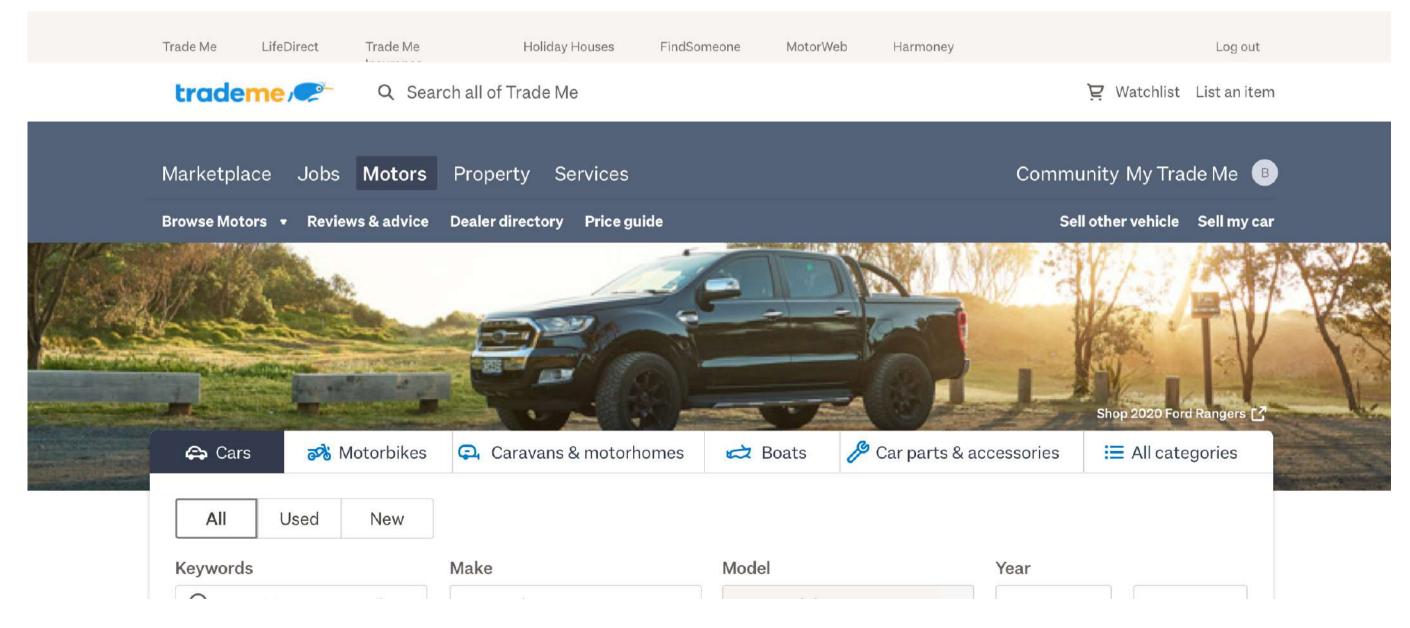
#### Gradient

A 116px semi-transparent gradient will be added on top of creative by us; to add better viewability to the CTA.

lower the visibility of the CTA.

#### In-situ example

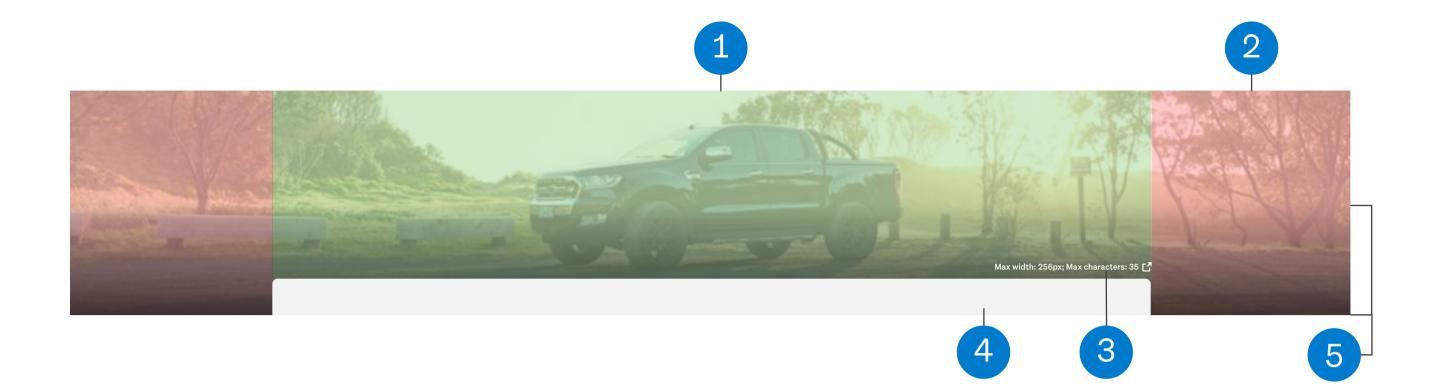
Smallest breakpoint





## Extra-large desktop image specifications

Image dimensions: 1920 × 336pxFile size: 300kB maxFile type: Static PNG or JPG



#### Safe zone

1

1320×280px Keep the most important content within this space.

#### **2** Cut off zone

Placing important content in this area may be cut off on different breakpoints.

#### 4 Search box

Height: 56px; Any content within this area will be hidden.

#### 5 Gradient

A 172px semi-transparent gradient will be added on top of creative by us; to add better viewability to the CTA.

З СТА

Placing complex imagery here may lower the visibility of the CTA.

#### In-situ example

Smallest breakpoint

