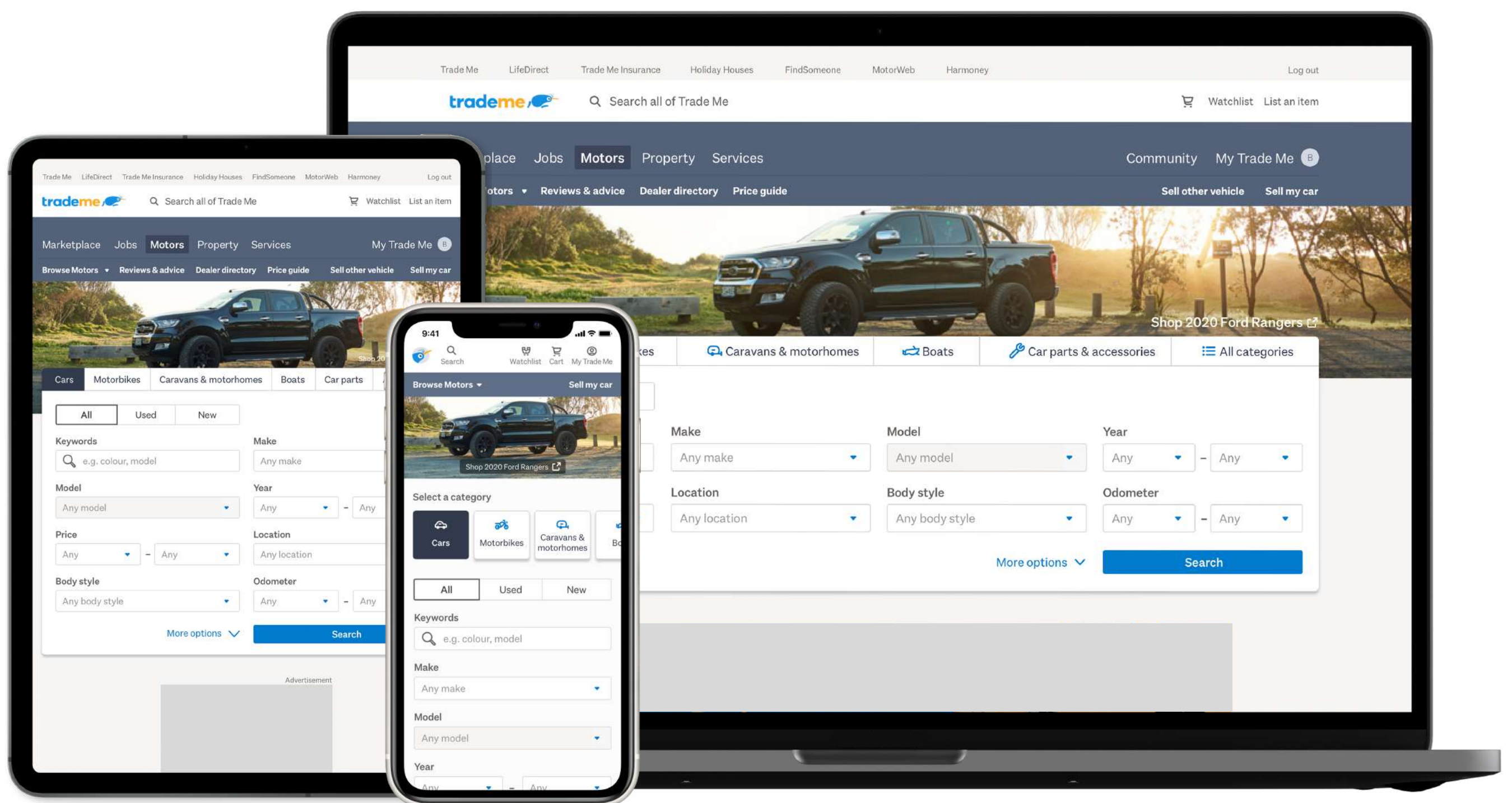


# Trade Me Motors hero banner

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	Dimensions (px)	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

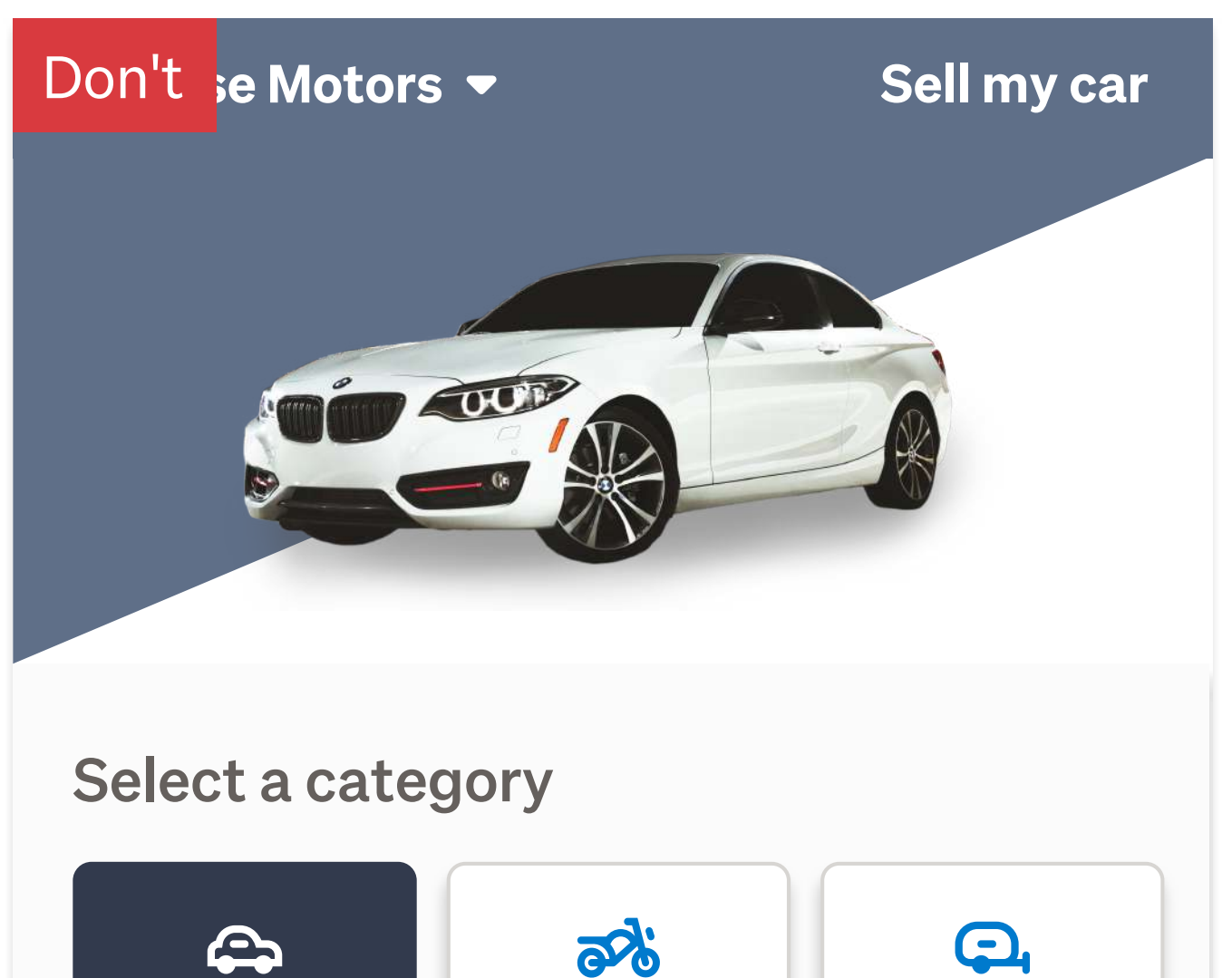
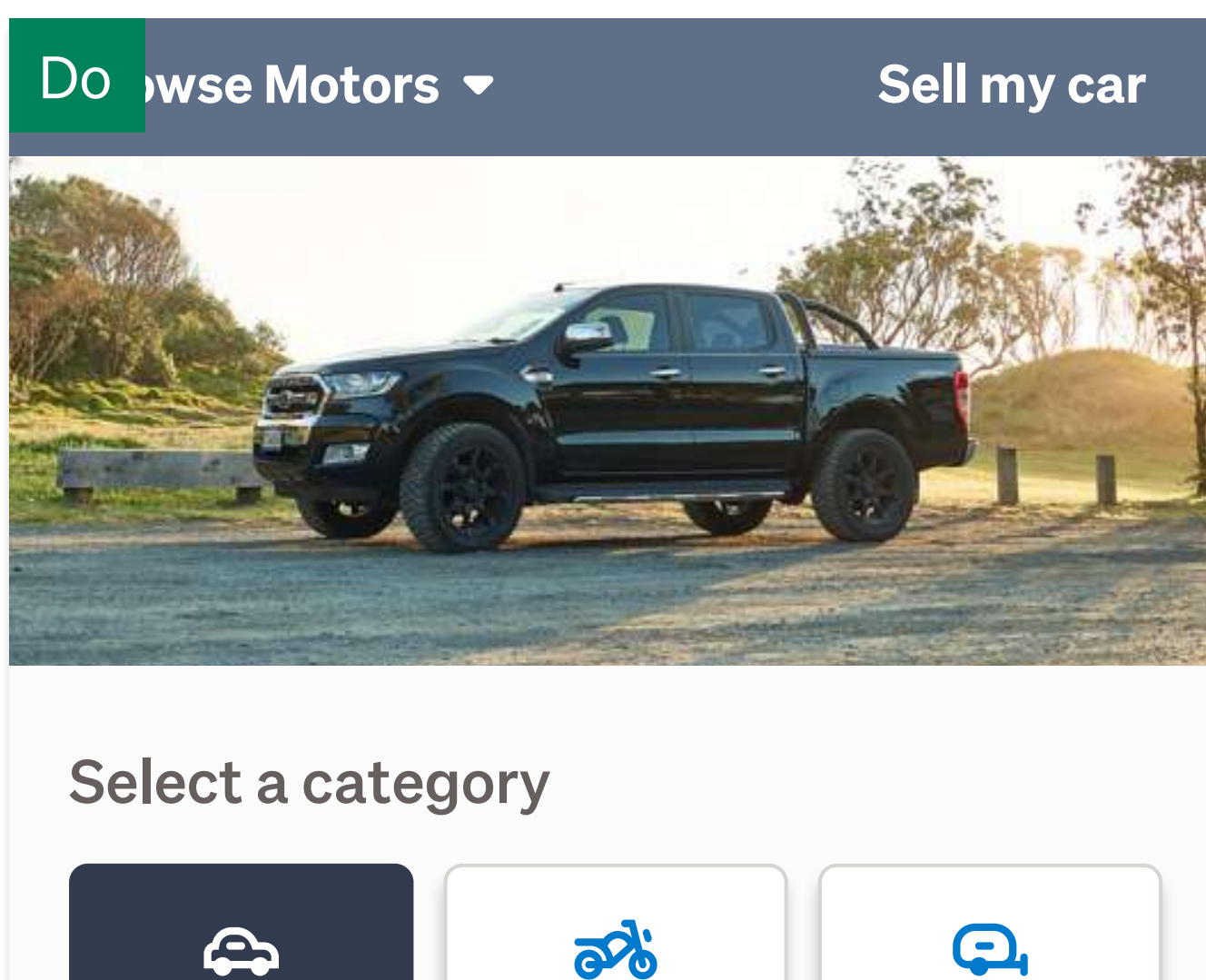
Place most important content in the centre within the specified safe space so it works across desktop, tablet and mobile breakpoints.



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.



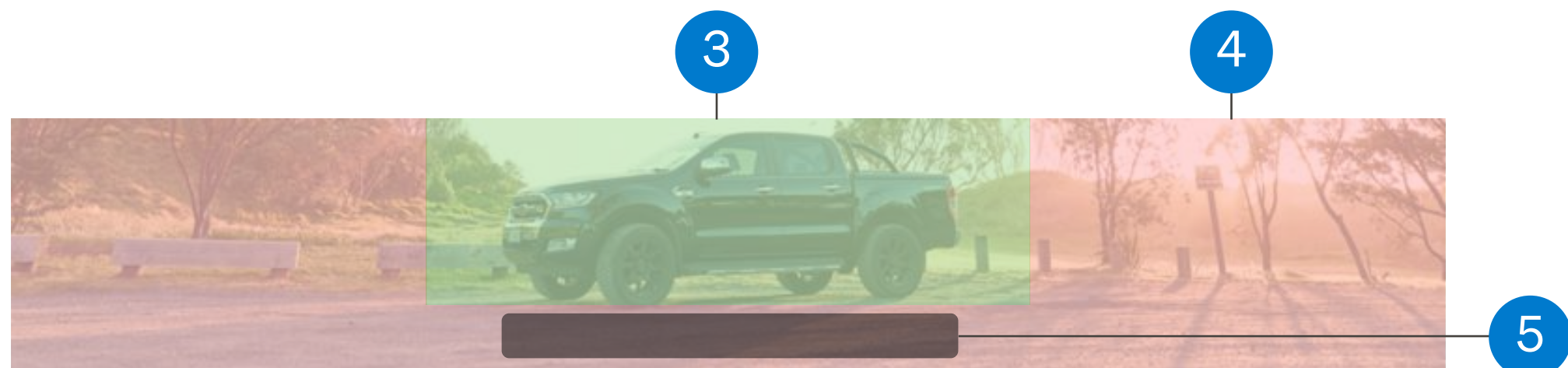


# Mobile image specifications

**Image dimensions:** 767 × 135px

**File size:** 100kB max

**File type:** Static PNG or JPG



## 1 Safe zone

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

## 2 Cut off zone

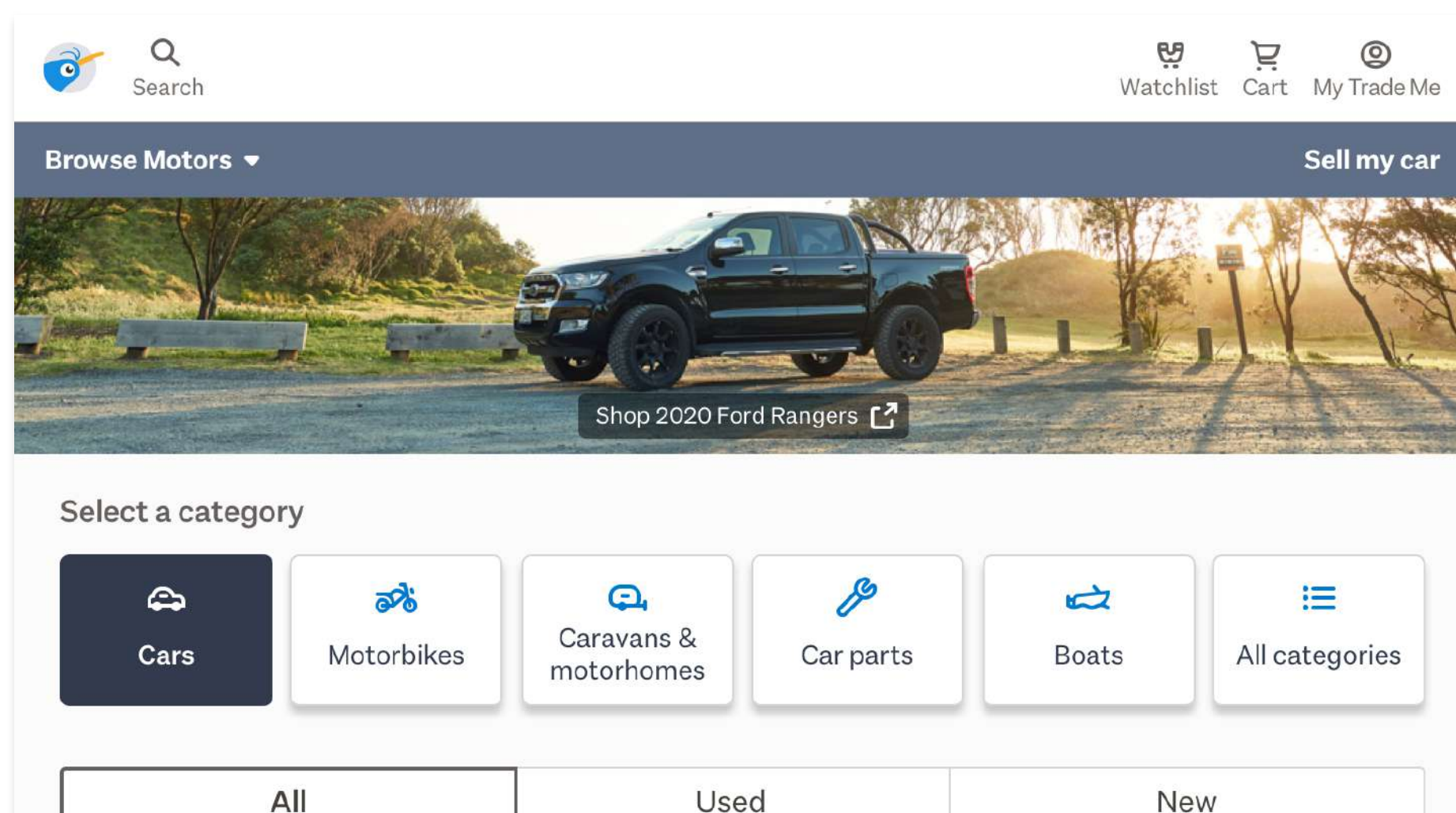
Placing important content in this area may be cut off on different breakpoints.

## 3 CTA

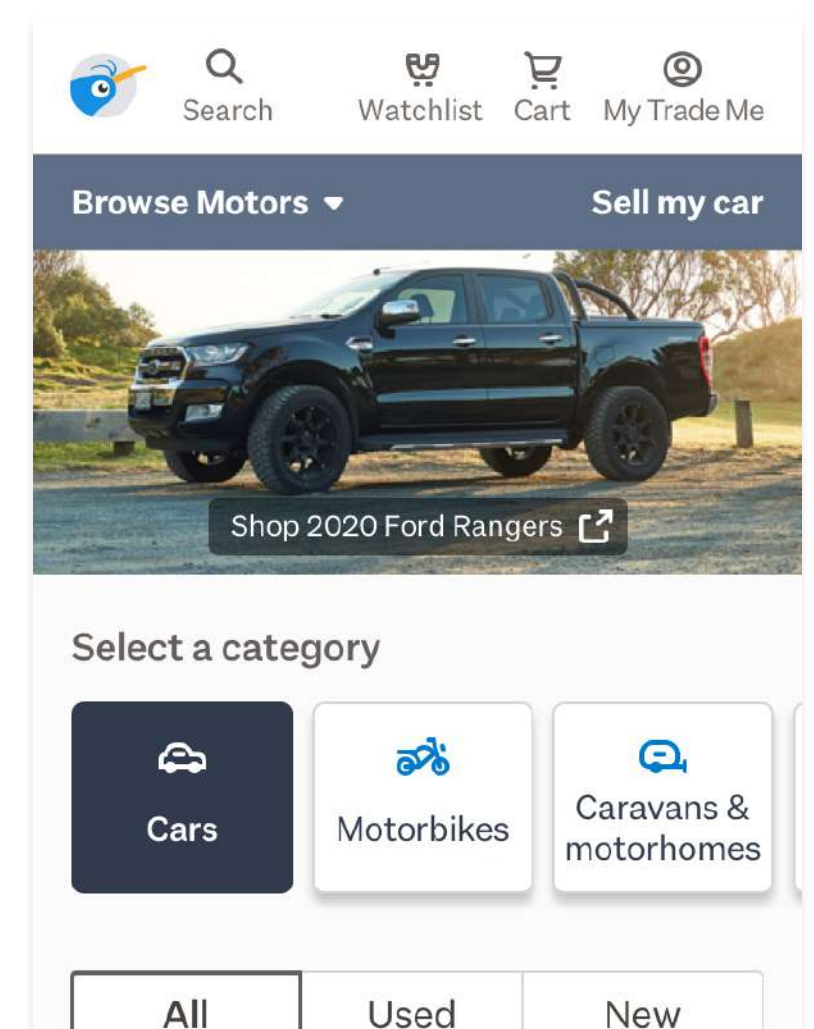
Max width: 256px; Area height: 32px; Content in this area will be covered by placement of CTA.

## In-situ example

Widest breakpoint



Smallest breakpoint



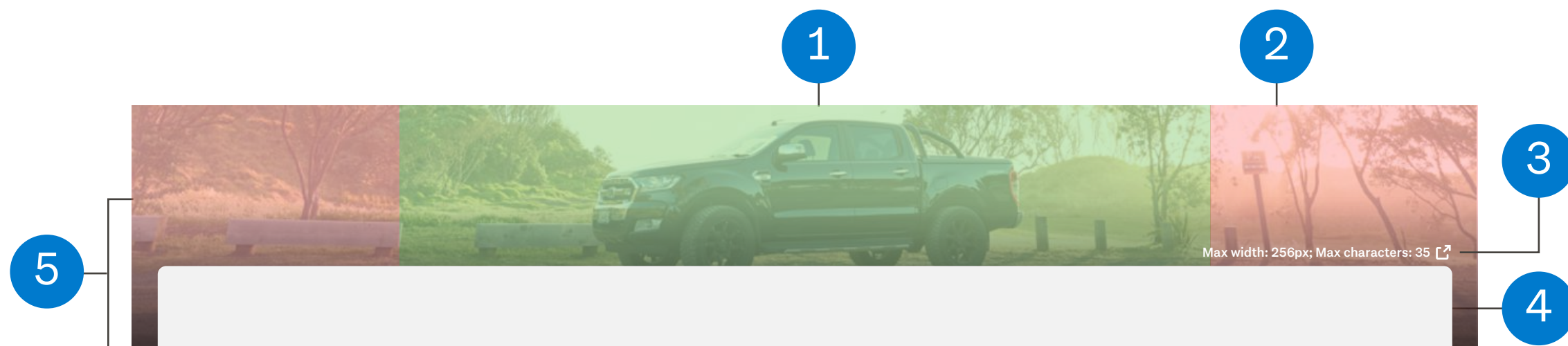


# Tablet image specifications

**Image dimensions:** 1279 × 232px

**File size:** 150kB max

**File type:** Static PNG or JPG



## 1 Safe zone

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.

## 3 CTA

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

## 4 Search box

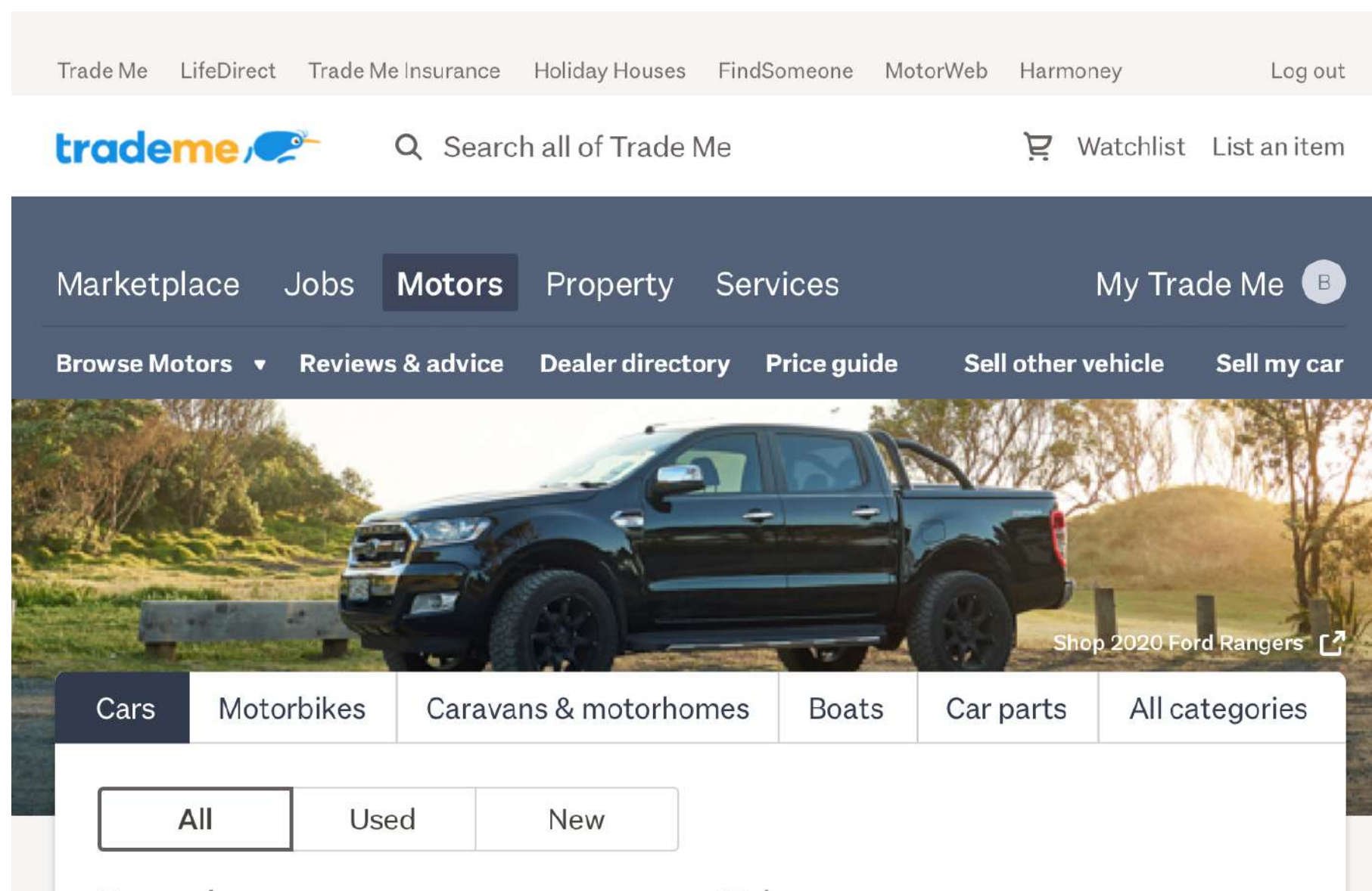
Max height: 80px; Any content within this area will be hidden.

## 5 Gradient

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

## In-situ example

Smallest breakpoint



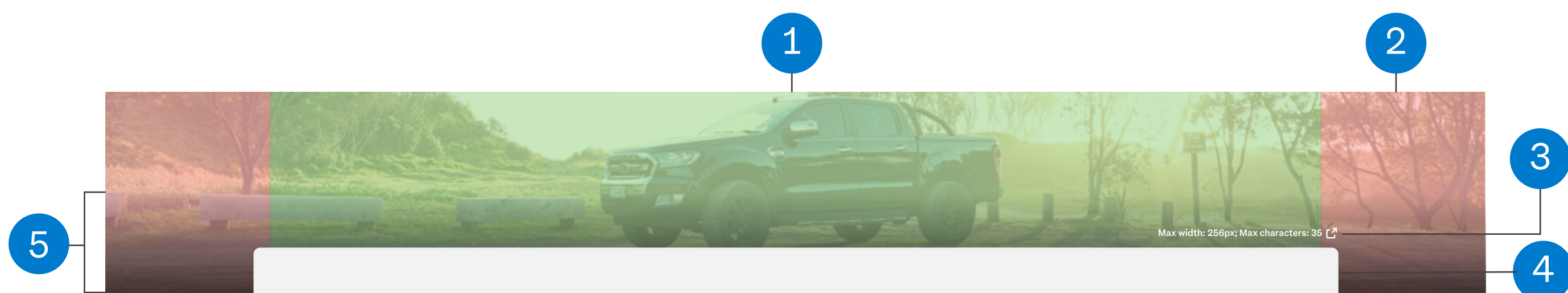


# Desktop image specifications

**Image dimensions:** 1599 × 232px

**File size:** 175kB max

**File type:** Static PNG or JPG



## 1 Safe zone

1280×176px; 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

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

## 4 Search box

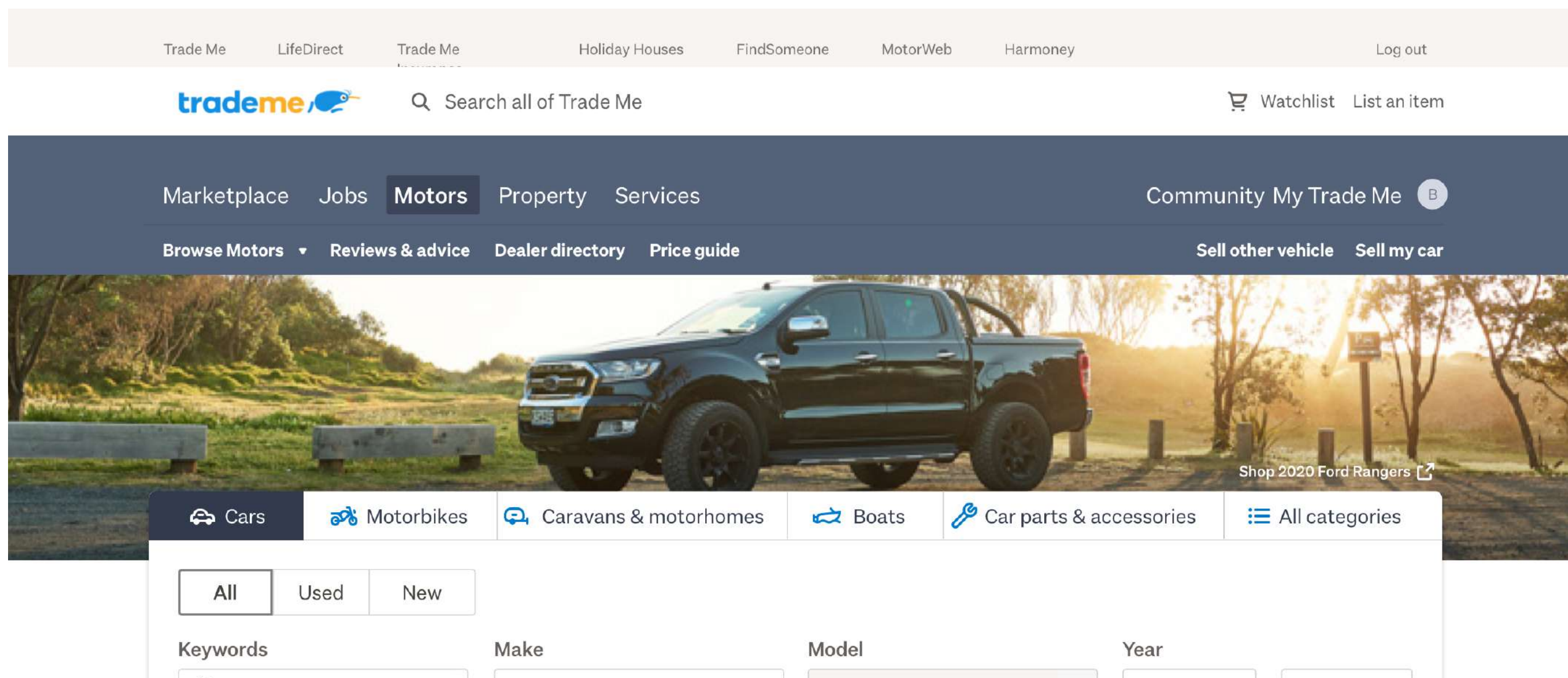
Height: 56px; Any content within this area will be hidden.

## 5 Gradient

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

## In-situ example

Smallest breakpoint



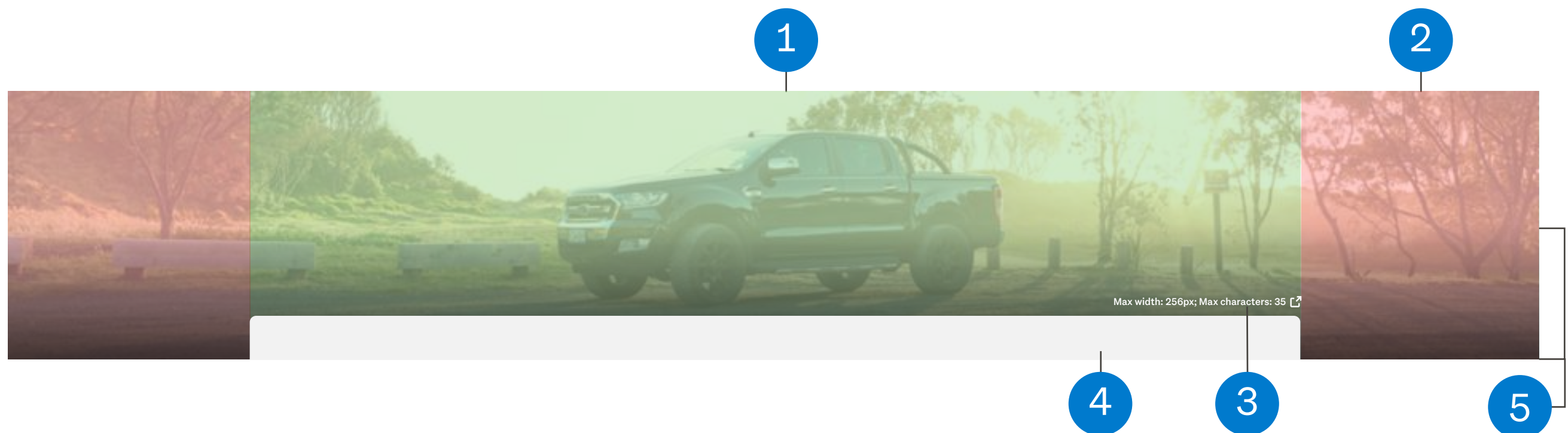


# Extra-large desktop image specifications

**Image dimensions:** 1920 × 336px

**File size:** 300kB max

**File type:** Static PNG or JPG



## 1 Safe zone

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.

## 3 CTA

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

## 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.

## In-situ example

Smallest breakpoint

