DRIVE

2024 Advertising Specifications

Contents

Standard Display

*Desktop, tablet & mobile*

Standard Display

Desktop & tablet

Dimensions

- **970 x 250px** – Billboard (*desktop & tablet landscape only*)
- **728 x 90px** - Leaderboard
- **300 x 600px** – Half Page
- **300 x 250px** - MREC

Additional Information

- **File formats**
  - *Image* - JPEG / PNG / GIF (40KB Max)
  - *HTML5* – Refer to HTML5 Guidelines for formats, sizes and guidelines

- **Animation**
  - Max duration 15s / Max 3x play-through (no continuous looping)

- **Ad serving**
  - *Third party* – Hosted HTML5 / Hosted Image (both require tags) - Refer *to* HTML 5 Guidelines for list of approved third party vendors
  - *Drive* – Hosted Image (requires image, destination URL, trackers)

- **Creative**
  - All creative supplied with a white background must include a grey border (min .25px size)
  - Drive competitor logos cannot be included in creative
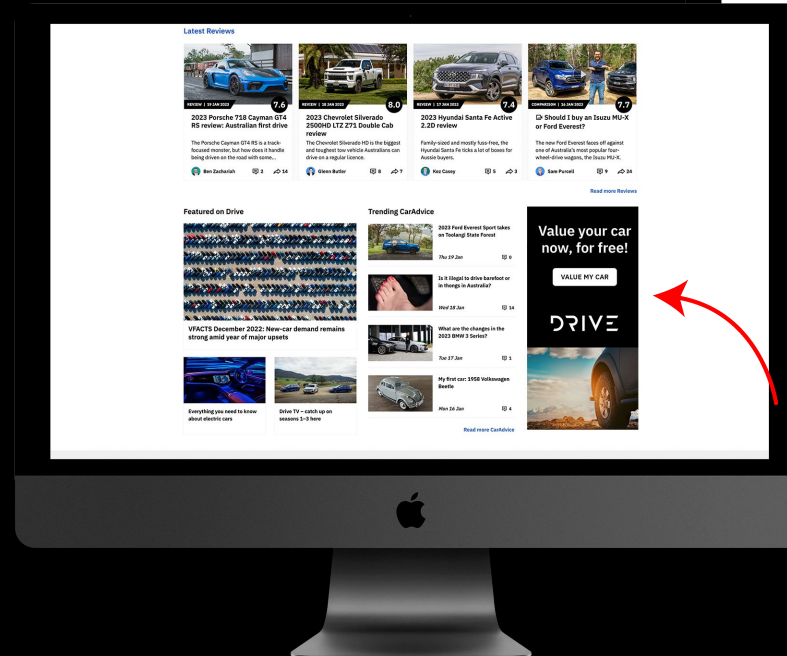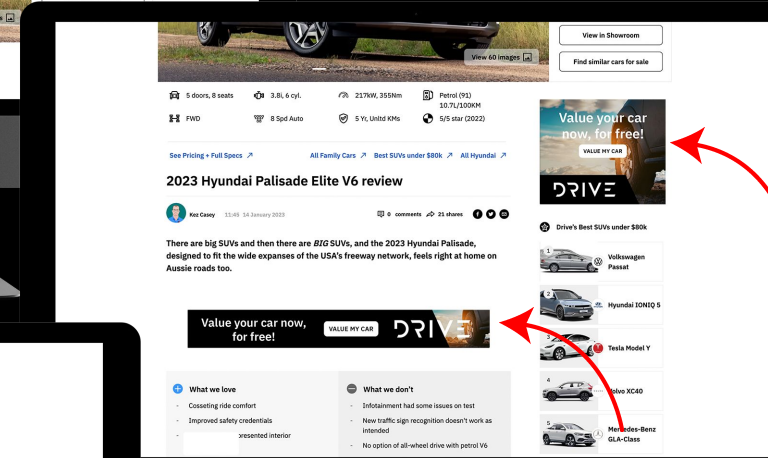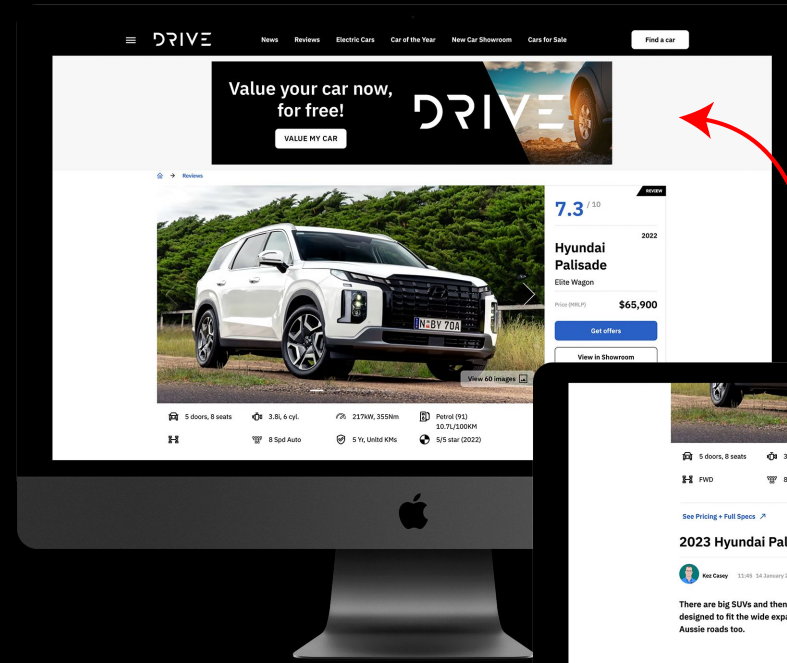
Standard Display

Mobile

Dimensions

- **320 x 50px** – Mobile leaderboard
- **300 x 250px** - Mobile MREC

Additional Information

- **File formats**
  - *Image* - JPEG / PNG / GIF (40KB Max)
  - *HTML5* – Refer to <u>HTML5 Guidelines</u> for formats, sizes and guidelines

- **Animation**
  - Max duration 15s / Max 3x play-through (no continuous looping)

- **Ad serving**
  - *Third party* – Hosted HTML5 / Hosted Image (both require tags) - Refer *to* <u>HTML 5 Guidelines</u> for list of approved third party vendors
  - *Drive* – Hosted Image (requires image, destination URL, trackers)

- **Creative**
  - All creative supplied with a white background must include a grey border (min .25px size)
  - Drive competitor logos cannot be included in creative

Native

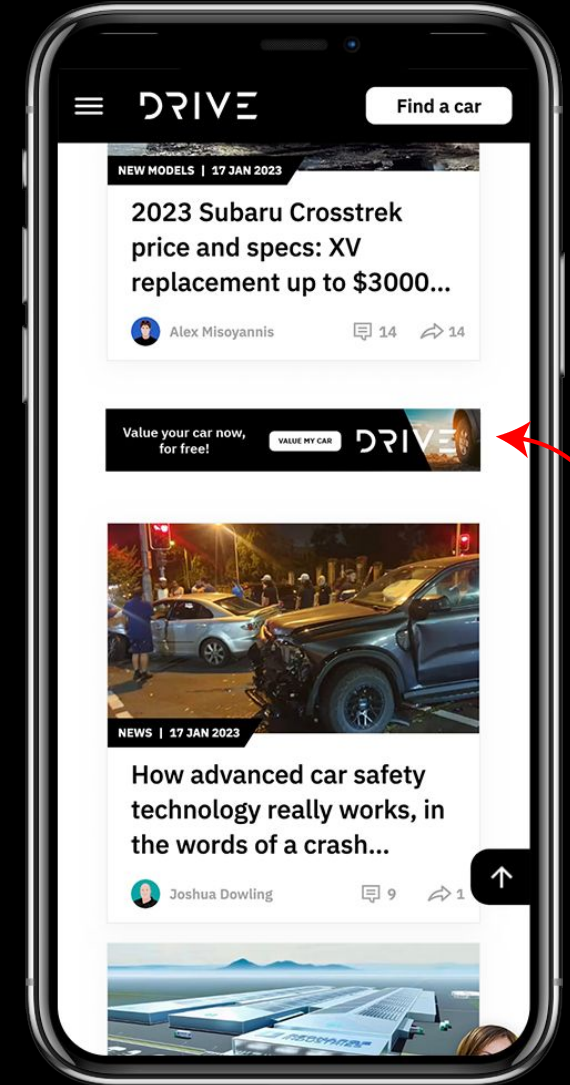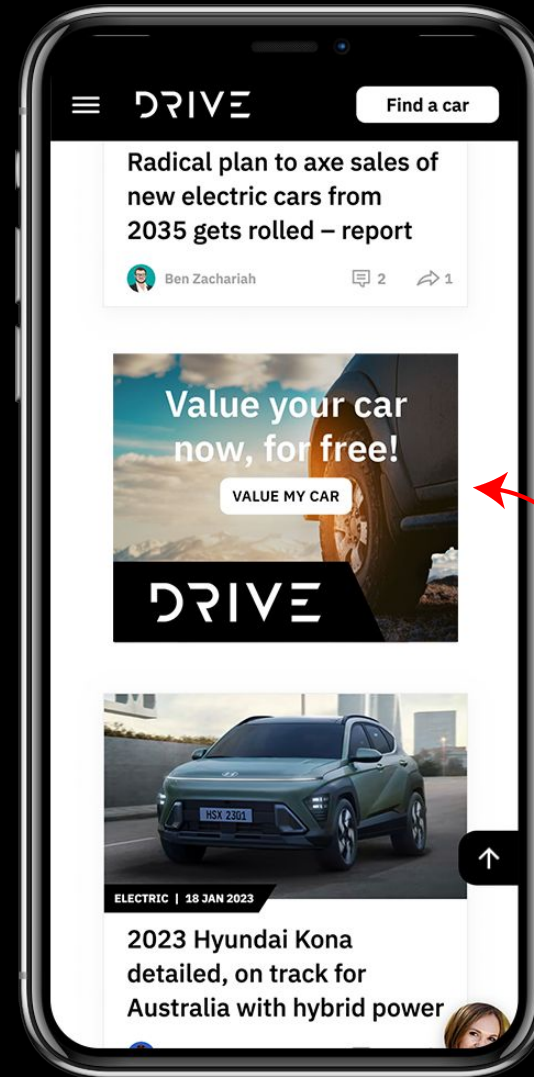*CTA Links | CTA Buttons | You May Also Like | Homepage Carousel*

CTA Links

Desktop, tablet & mobile

Description

- Integrated Calls to Action throughout article

- Entire box is clickable (not just text or link)

- Identified as Sponsored

Specs

- Client to supply copy - Drive has the right to edit copy to ensure it adheres to internal native ad product <u>guidelines</u>
- Max of 74 characters incl. spaces

- Recommended CTA copy (included in the allowable character limit)

    – Book a Test Drive
    – Download a Brochure
    – Find a Dealer
    – The *Make Model.* Further together. Find a dealer today.
    – Discover the *Make Model.* Download a brochure.
    – The new *Make Model.* Discover more.

- Built, hosted and served by Drive

- Deliverables
    – At least one and a max of 3 x copy
    – At least one and a max of 3 x destination URL
    – Click-through/click tracker for each link, impression tracker for each link (optional)
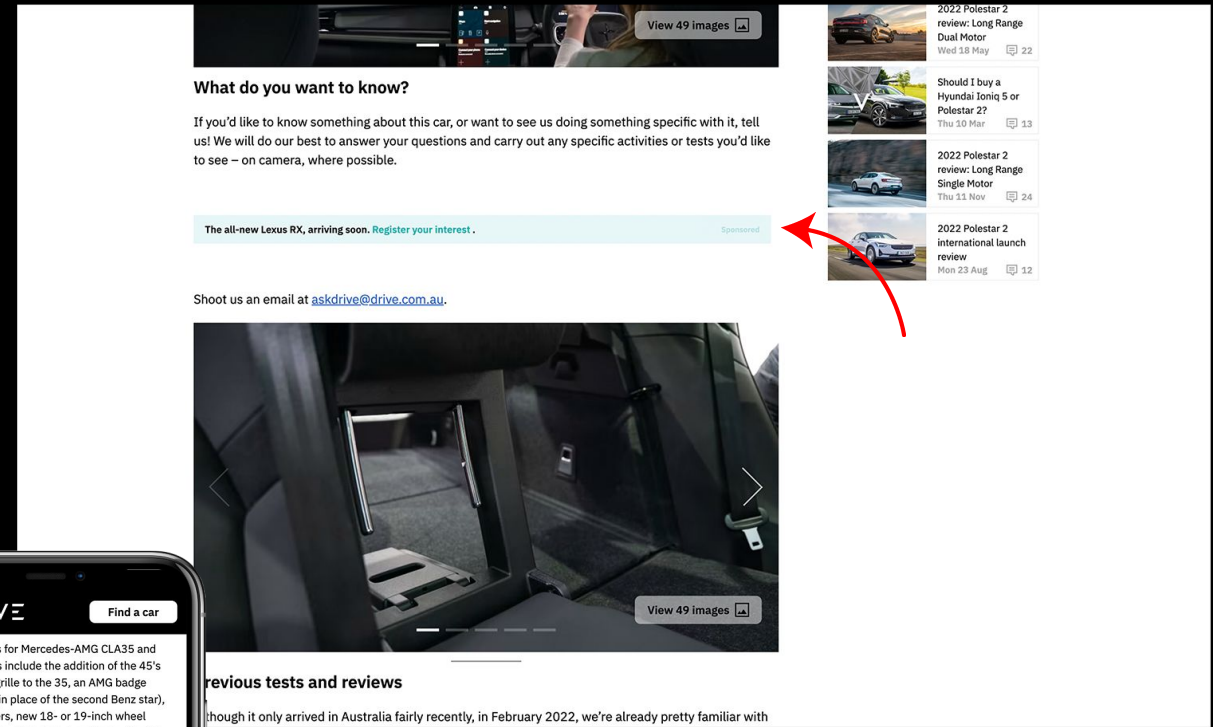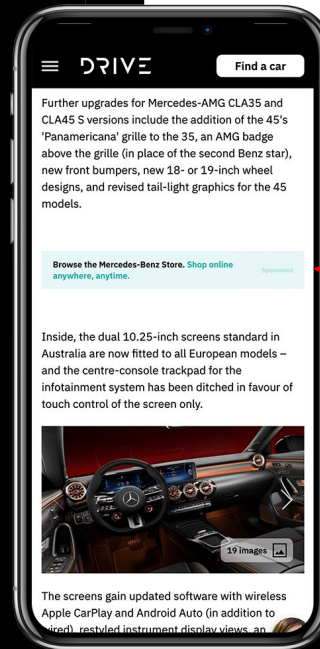
CTA Buttons
Desktop & mobile

Description

- High impact Calls to Action throughout article

- 3 x different placements (with 3 separate creatives in each placement) in Review articles
  - Fixed placement at top of content
  - Floating placement in left collar (desktop) and footer (mobile)
  - Fixed placement at bottom of content

- 1 x placement (with 3 separate creatives) in News articles
  - Fixed placement at bottom of content

- 1 x placement (with 3 separate creatives) in Make and Model showroom
  - Floating placement in left collar (desktop) and footer (mobile)

Specs

- Client to supply copy - Drive has the right to edit copy to ensure it adheres to internal native ad product <u>guidelines</u>

- Max of 26 characters per creative incl. spaces

- Option to include or exclude standard icons

- Recommended copy / icons
  - Book a Test Drive (car icon)
  - Download a Brochure (download icon)
  - Find a Dealer (map icon)
  - Latest Offers

- Built, hosted and served by Drive

- Deliverables
  - 3 x copy
  - 3 x destination URL
  - 3 x trackers (impression and click)
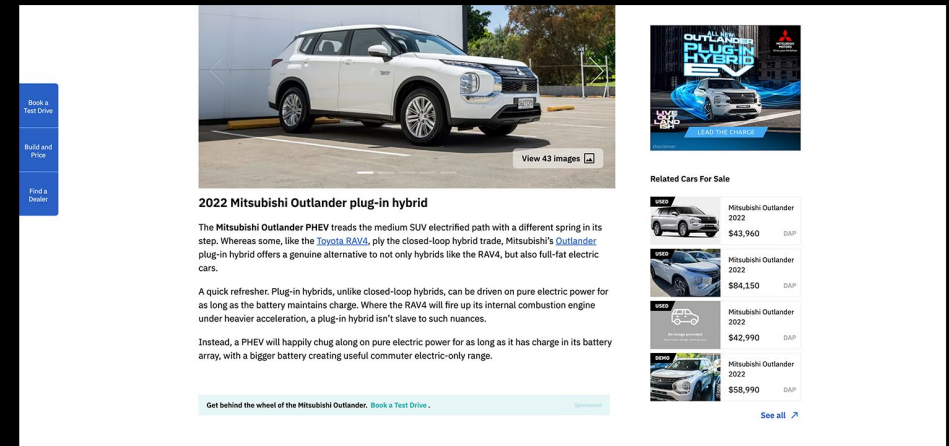
You May Also Like
Desktop, tablet & mobile

Description

- Native styled placements to promote Drive content that appear within content suggestion widgets to drive consideration

- Available for promotion of editorial content (labelled Promoted)

- Available on Reviews articles & in Showrooms Model pages (see slide 21)

- 3 possible placements
  - "You May Also Like" carousel at footer of Reviews article – Slots 2 and 5 in Carousel
  - "Related Reviews" widget in right rail – Slot 2 (Reviews articles only)
  - Reviews carousel of Showrooms Model pages - slot 2

- These placements are bought as one product & will appear in any of the above slots - a section cannot be bought separately

Specs

- Drive Content promotion
  - Client to notify account manager of desired content to be promoted
  - Destination URL must redirect to Drive in same browser window
  - Deliverables
    - Content URL
    - Trackers (impression and click)

- Content promotion is built, hosted and served by Drive
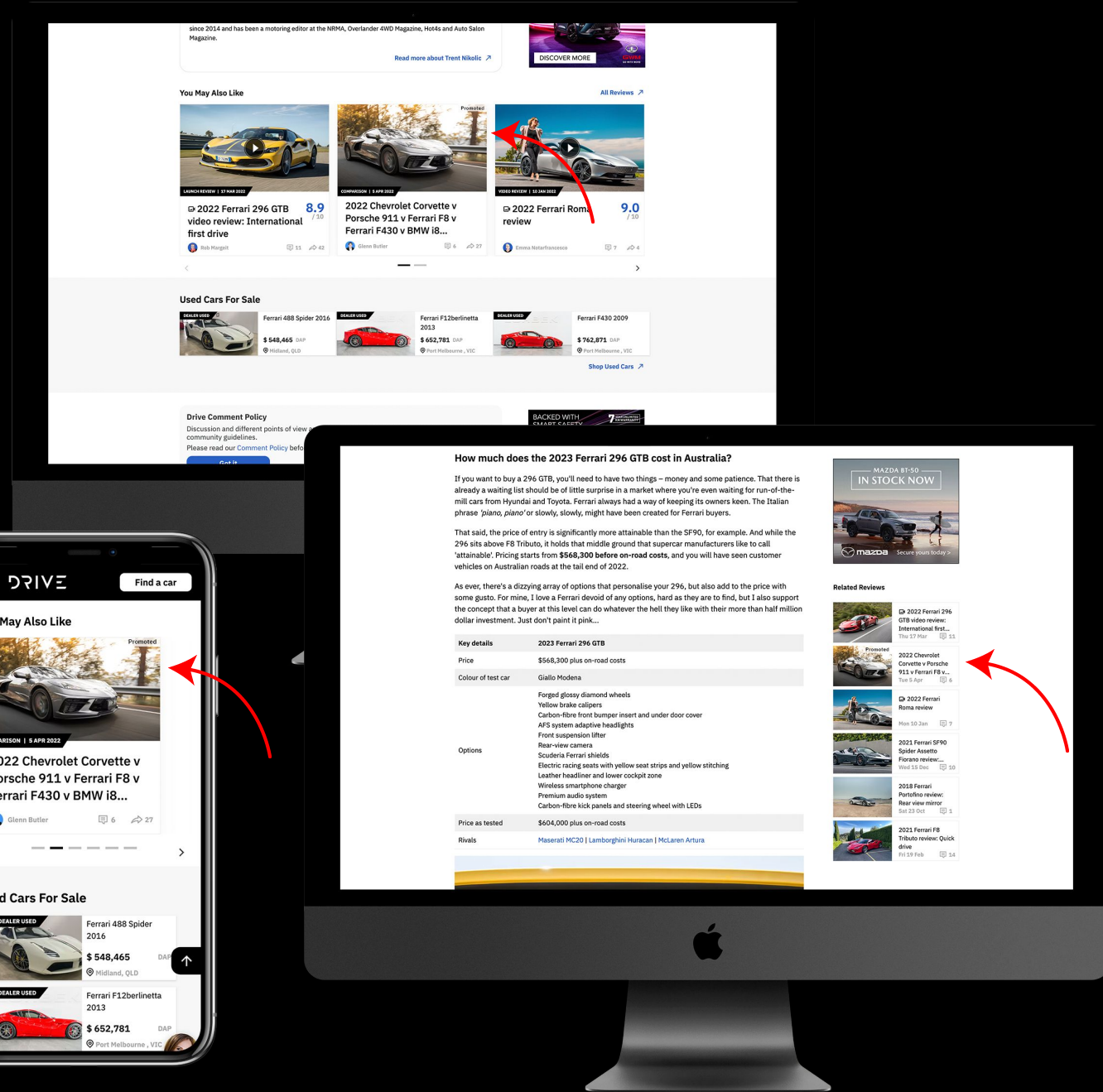
Homepage Carousel

Desktop, tablet & mobile

Description

- Native styled placements to promote Drive content that appear within the Homepage Featured carousel

- Available for promotion of editorial content (labelled Promoted)

- Homepage only

- Up to 3 placements available in carousel – slots 2, 4, 6

Specs

- Content promotion
  - Client to notify account manager of desired content to be promoted
  - Destination URL must redirect to Drive in same browser window
  - Deliverables
    - Content URL
    - Trackers (impression and click)

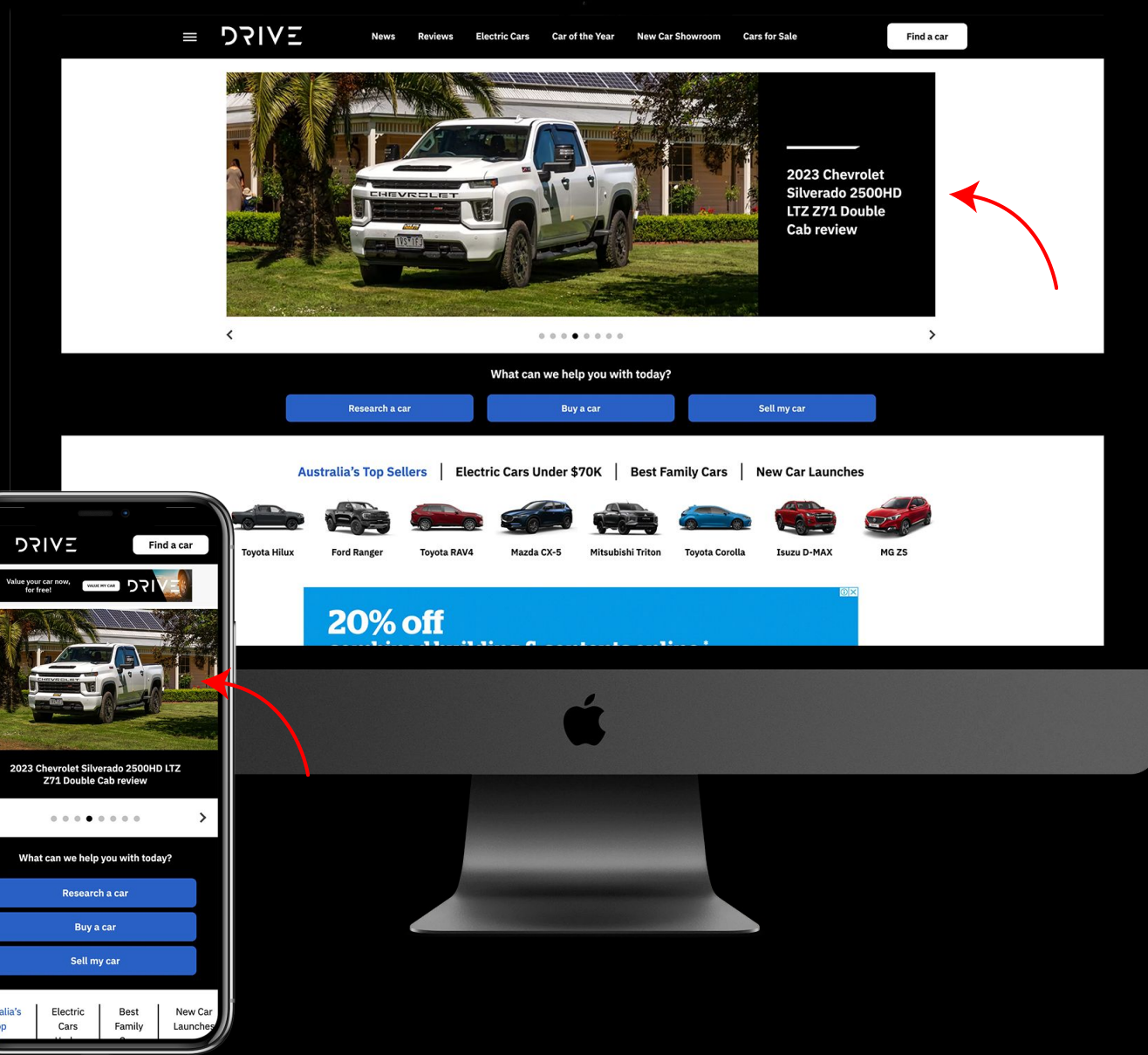- Content promotion is built, hosted and served by Drive
- Refer to underlined advertising guidelines for further information

High Impact

Homepage Fireplace | Homepage Truskin | Inread Video | ScrollX | Portal

Homepage Takeover (Standard)

Desktop only

Description

- Combination of:
    - **Skins** – 2 x sticky side panels to the left and right of website content
    - **Centre ad** – can either be a Billboard (970x250) *or* Leaderboard (728x90, 320x50)
    - **Standard display** - MRECs (300x250, 300x600) and Leaderboard - 728x90, 320x50
    (if Billboard is supplied for centre ad)

Specs

- **Skins**
    - JPG or PNG (max 200kb file size)
    - No animation - static creative only
    - Hosted by Drive
    - 2000 x 1000 - per template to be provided here
        - Transparent gap for content - 1280px
        - Overall creative area on each side - 360 x 1000px
    - Key message area (incl. all copy) on each side - 145 x 600px
    - Deliverables
        - Destination URL & Trackers (click and impression)

- **Centre ad**
    - 970 x 250px (Billboard)
    - 728 x 90px, 320 x 50px (Leaderboard)
    - Deliverables
        - Third party ad tags

- **Standard display**
    - 300 x 350px, 300 x 600px (MRECs)
    - 728 x 90px, 320 x 50px (Leaderboard)
    - Deliverables
        - Third party ad tags

- **Creative**
    - Drive competitor logos cannot be included in creative
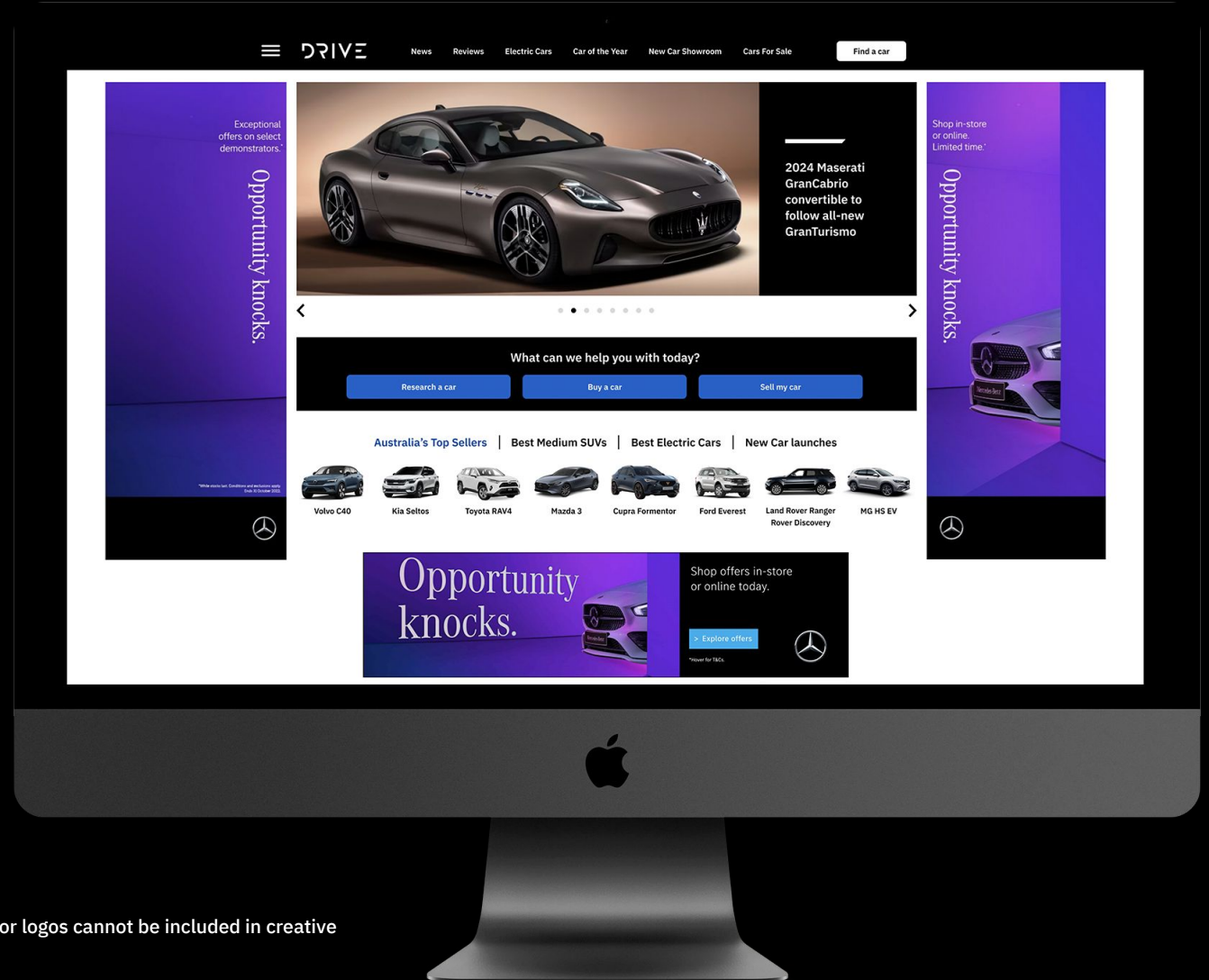
Homepage Takeover (Truskin)

Desktop only

Description

- The TruSkin is a responsive desktop full skin unit comprising of a header, left and right skin plus a footer. On pages with a wide screen real estate the side skins will display. For smaller screen sizes the header will adapt to the available page width without the skins.
- The header messaging can be anchored to the left and right gutters with a large hero graphic centred.
- Format is available on desktop only and on Homepage and Showrooms Landing, Make, Type & Model Showroom pages and Reviews Archive Type filter pages
- Format can only be 3rd party served by Bonzai

Specs

- File Size
    - Max initial file size: 80kb (Image, HTML5, JS, CSS, Sprite sheets)
    - + 70kb (Ad Verification Scripts)
    - + 100kb (Cached/Approved Shared Libraries located)
    - Max subload: 2mb
    - Max user-initiated animation/video/sound file size: 10mb
    - Minimise the CPU load for the user as much as possible – ads causing excessive load will be rejected.
- Accepted Format: Layered PSD / HTML5
- Static or subtle animation only
    - Animation Duration (header only): 30 seconds max, 15s recommended
    - No looping allowed for animation after 30s and load must take place during the subload of the ad. No additional animation allowed.
- SSL Requirements: All assets must be SSL compliant – securely served (https://)
- Centre of Header must be solid colour or gradient that can stretch.
- When ad is trafficked, it minimises the regular Masthead ad container.
- Left and right of the header should match the left and right skins visually.
- Header will scale in the centre section, so the centre background should be a solid colour or vertical gradient as this will stretch.
- Left, centre and right hero images can float over the background – just supply via PSD to Bonzai.
- Ad is flexible based on the width of the website – if the site width increases, the creative adjusts.
- The left and right header background graphics should fade into the centre colour to allow for scaling.
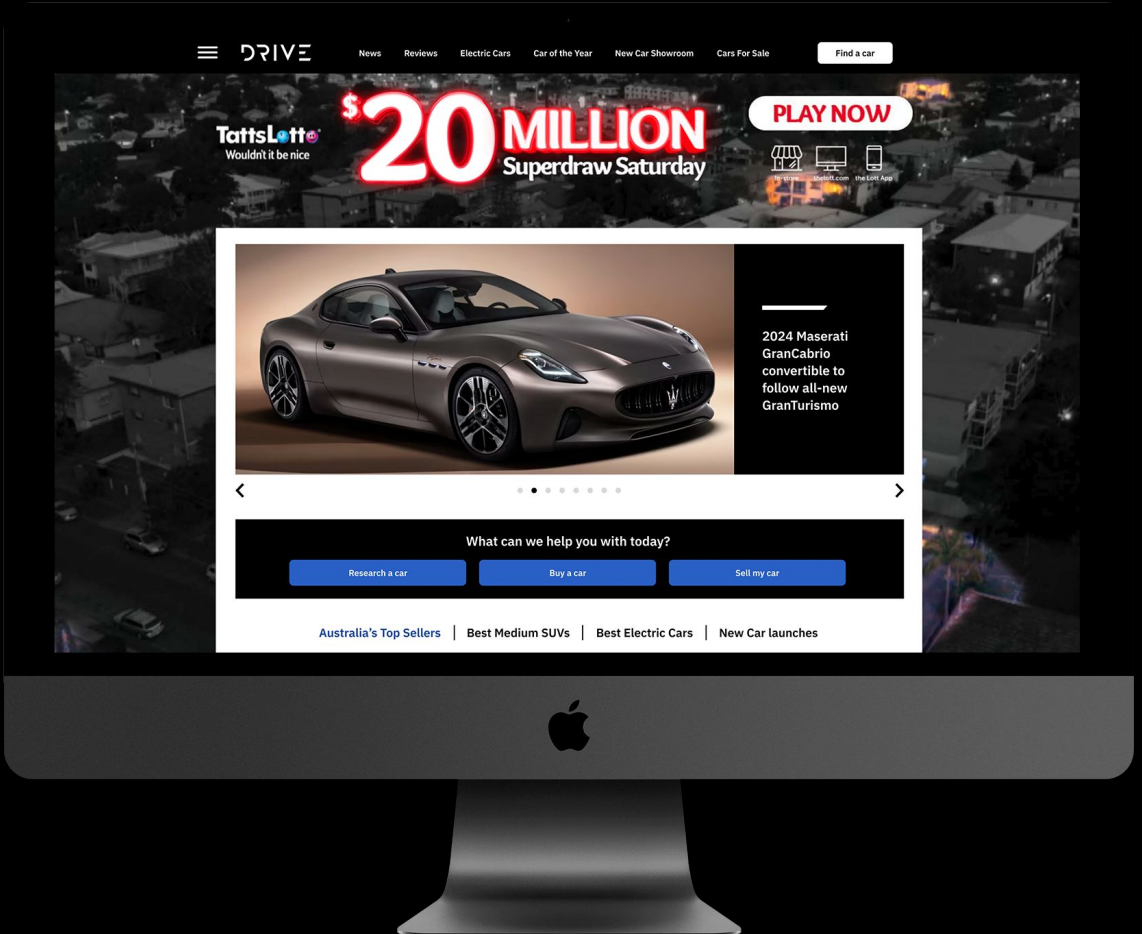
- The left and right feature images in the header anchor to the left and right while the central hero graphic stays centred.
- All images and content are appropriate to the general audience nature of the page.
- The ad cannot not alter the Drive brand, or alters the page layout, navigation, design or content.
- The ad cannot try to launch in a new browser window (pop up/pop under) or shake the browser window.
- *Please reference the guide below and reach out to Bonzai for full technical documentation, build guides etc. https://help.bonzai.co/en/articles/5863209-desktop-truskin-dts-specs*
- Drive competitor logos cannot be included in creative

Inread Video

Desktop & mobile

Description

- Outstream video, placed into the heart of editorial content across desktop and mobile web. Inread videos only play when in view and are always sound off by default, respecting our users.

Specs

- Duration - 30 Seconds Max
- Resolution - Max: [1920 x 1080] / Min: [640x360]
- Aspect Ratio - 16:9 (4:3 not supported)
- File Size - 5MB Max
- CODEC
    - Standard Video Codec formats accepted
    - Codecs not supported:
        - ProRes 4444
        - HDV 720p60
        - Go2 Meeting 3 & 4
        - ER AAC LD
        - REDCODE
- Audio will initiate on mouse over
- VAST Compliant
- Deliverables
    - VAST Tag Required

Bonzai ScrollX

Mobile only

Description

- The ScrollX is a perfect mix of maximum engagement for advertisers and respect for the experience. Unlike a frustrating pop-up, which are intrusive in the experience, ScrollX uses the natural behaviour of scrolling down the web page to consume the content.
- Format is available on mobile only and on all Drive.com.au article pages (News, Reviews, CarAdvice)
- Format can only be 3rd party served by Bonzai

Specs

- *Please download the PDF below and reach out to Bonzai for full technical documentation, build guides etc.*
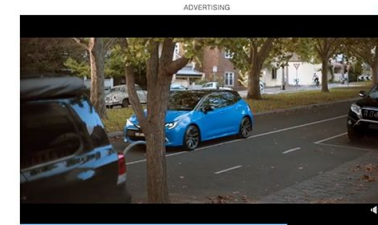 *https://help.bonzai.co/en/articles/5865721-scrollx-specs*

- Click-through URL should be for a page that is optimized for a mobile browser.
- All images and content are appropriate to the general audience nature of the page.
- All assets must be SSL compliant – securely served (https://)
- The ad cannot not alter the Drive brand, or alters the page layout, navigation, design or content.
- The ad cannot try to launch in a new browser window (pop up/pop under) or shake the browser window.
- All creatives are subject to Drive.com.au approval – we reserve the right to request changes for brand equity/user experience reasons
- Client can have 1 round of changes
- Client must adhere to deadline of 10 working days prior to campaign launch

Amplify+
Mobile only

Description

- The Amplify+ format is an in-house Drive branded unit that provides the client the opportunity to promote Reviews on Drive.
- It consists of four slides (see right) in a Drive designed template with multiple calls to action available, linking both internally to Drive and externally to the client site.
- Format is available on mobile only and on all Drive.com.au article pages (News, Reviews, CarAdvice) as well as across the wider Nine network
- Format can only be 3rd party served by Bonzai

Specs

- Client to provide the below:
  - Images
    - Min 1MB file size for stills
    - Videos between 6 – 30 secs, max 2MB file size, 4:3 or 16:9 ratio, MP4 format
  - Logo
    - PNG or eps format
    - Min 1MB file size
    - Both white and colour version
  - Copy and URLS for 6 CTA buttons

- File size
  - Max initial file size: 80kb (Image, HTML5, JS, CSS, Sprite sheets)
  - + 70kb (Ad Verification Scripts)
  - + 100kb (Cached/Approved Shared Libraries located)
  - Max subload: 200kb
  - Minimise the device load for the user as much as possible – ads causing excessive load will be rejected
- Video
  - Video asset must be in MP4 format and 9:16 aspect ratio (portrait mode)
  - Max user-initiated animation/video/sound file size: 2MB
  - Drive.com.au recommends uploading highest quality video possible up to the 2MB limit.
- Animation Duration: 30 seconds max, 15s recommended.
- Client can have 1 round of changes
- Please see slide 15 for full Bonzai ScrollX specs
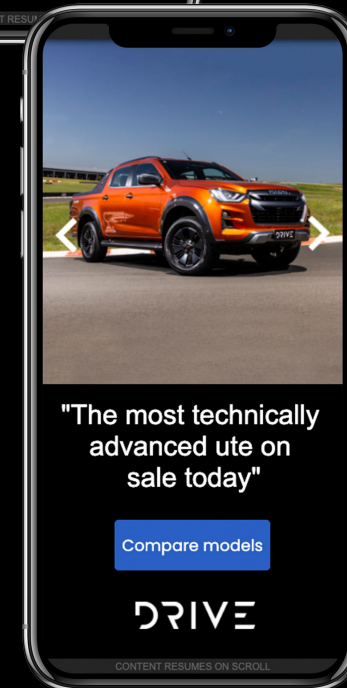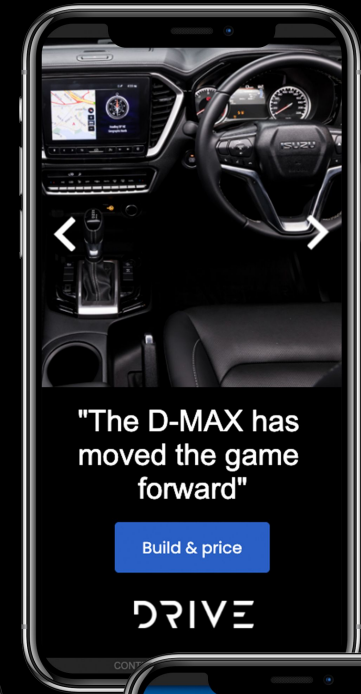
Showroom Sponsorship

Showroom Fireplace | BTYB Logo | Featured Cars | You May Also Like

Showroom Fireplace

Desktop only

Description

- Available on Showrooms Landing, Make, Type, Deals & Model Showroom pages
- Combination of two individual placements:
    - Skins – sticky side panels to the left and right of website content
    - Roofrack ad – can either be a Billboard (970x250), Leaderboard (728x90) or an Extended Billboard (1240x250)
- Extended Billboard joins with Skins to create a more seamless user experience

Specs

- Skins
    - JPG or PNG
    - No animation / static creative only
    - Hosted by Drive
    - 2000 x 1000 - Per template to be provided
        - Transparent gap for content - 1280px
        - Overall creative area on each side - 360 x 1000px
    - Key message area (incl. all copy) on each side - 145 x 600px
    - Deliverables
        - Creative
        - Destination URL & Trackers (click and impression)
- Roofrack ad
    - 1240 x 250px (Extended Billboard)
    - 970 x 250px (Billboard)
    - 728 x 90px (Leaderboard)
    - Deliverables
        - Third party ad tags
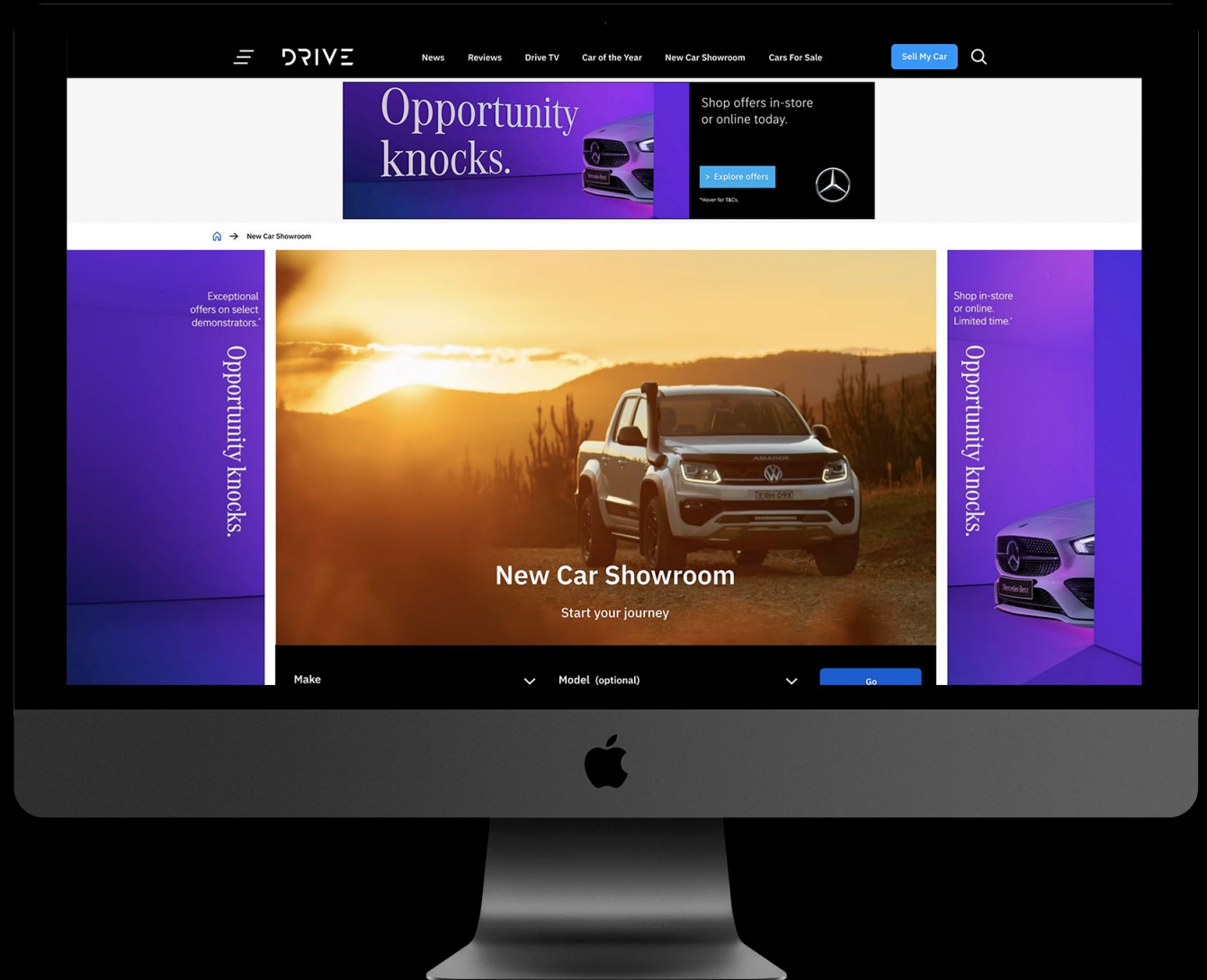
BTYB logo

Desktop, tablet & mobile

Description

- Features the words "Brought to you by" above client logo in prominent position on the following pages

  – Type Showroom e.g. Family Cars
  – For Type Showroom sponsorships, BTYB logo placement is also available on Reviews Type Filter page for that Type

Specs

- Deliverables
  – Client to provide logo (min 1MB file size)
  – Destination URL
  – Trackers (impression and click)

- Built, hosted and served by Drive
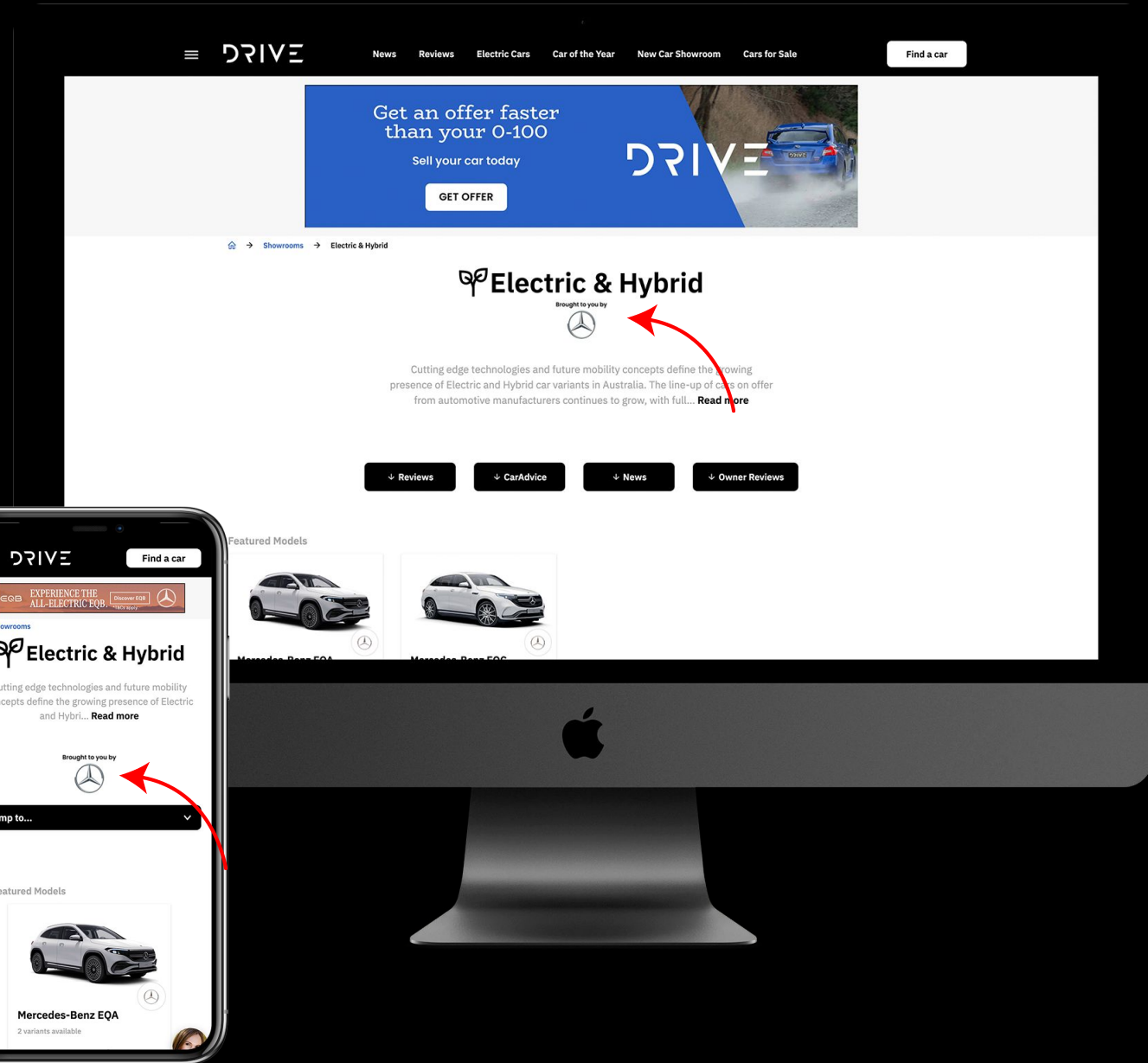
Showroom Featured Cars

Desktop, tablet & mobile

Description

- Up to 4 client models featured at top of showroom pages linking to model showroom on Drive
- Available on the following pages
  - Type Showroom e.g. Family Cars, Electric & Hybrid

Specs

- Client to notify account manager of desired models to be promoted
- Deliverables for each model to be promoted (unique to each page on which each model is promoted)
  - Impression tracker URL
  - Click tracker URL
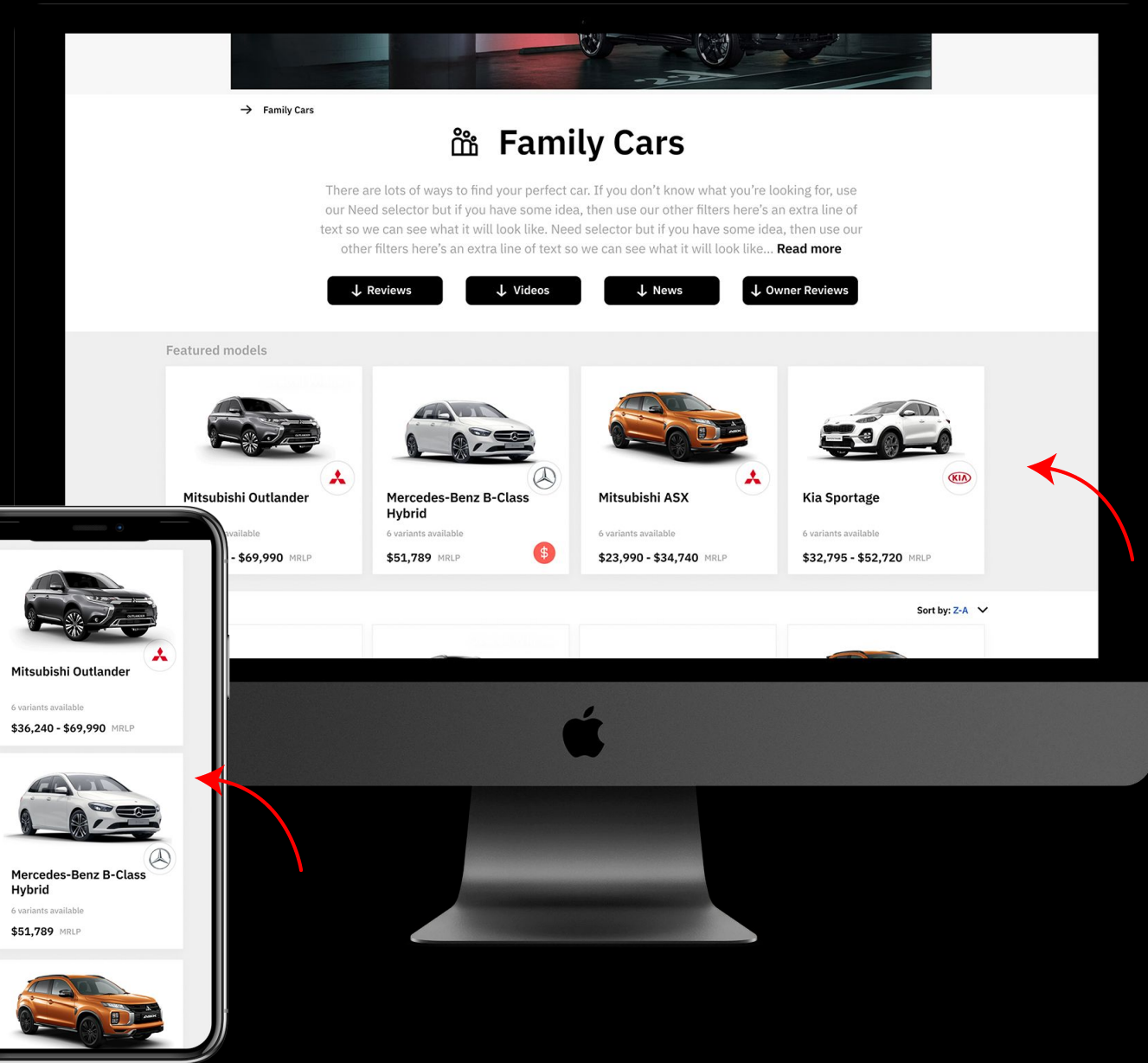
Showroom You May Also Like

Desktop, tablet & mobile

Description

- Native styled placements to promote Drive content that appear within content suggestion widgets to drive consideration

- Available for promotion of editorial content (labelled Promoted)

- Available in slots 2 & 5 of the Reviews carousel on the Type Showroom e.g. Family Cars

- Available in slot 4 of the Reviews block on Model Showrooms

- This forms part of the You May Also Like product that appears on Reviews page & cannot be bought separately (see slide 9 for details)

Specs

- Client to notify account manager of desired content to be promoted

- Destination URL must redirect to Drive in same browser window

- Built, hosted and served by Drive

- Deliverables (for each article to be promoted)
  – Content URL
  – Trackers (impression and click)
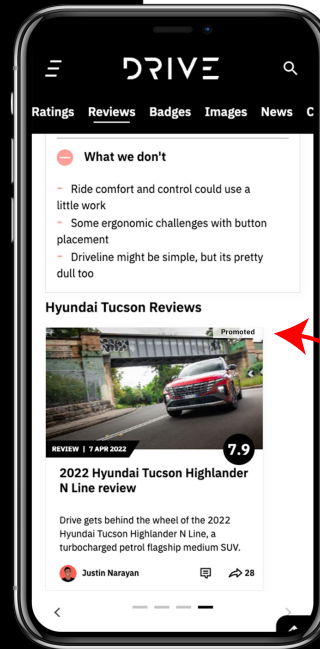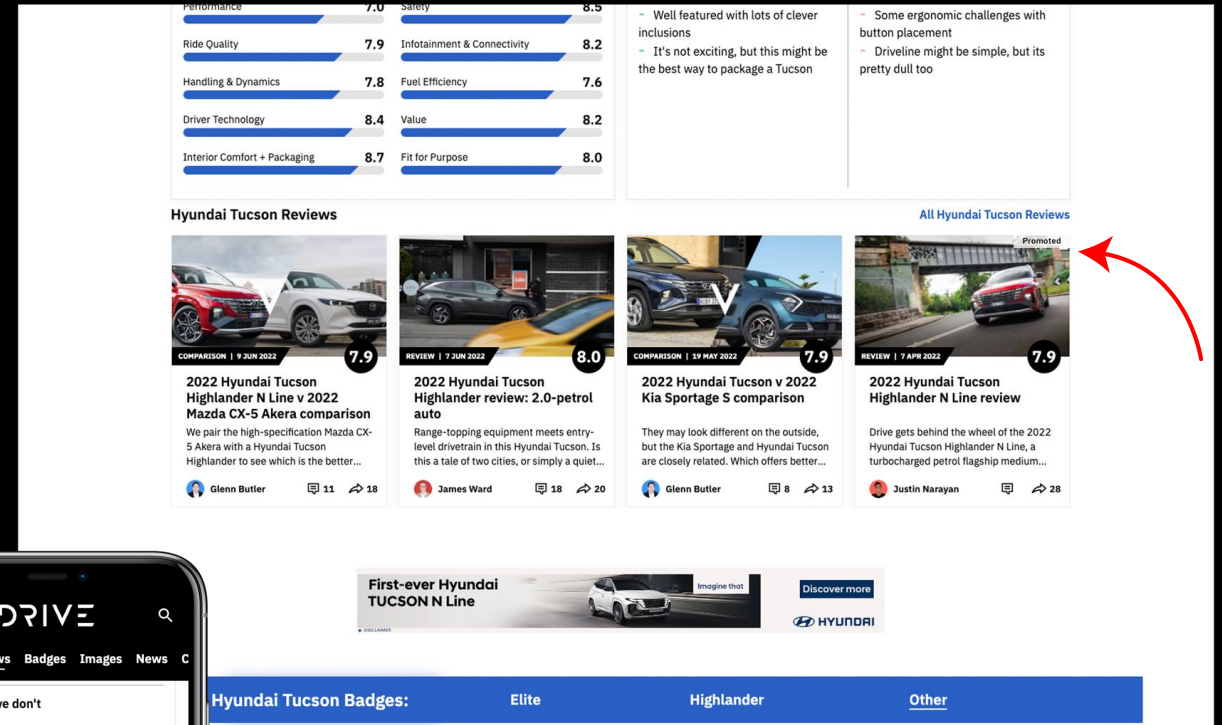
Related Information

Advertising T&Cs | Advertising Guidelines | Homepage Fireplace Template | Contextual Targeting Opportunities

Advertising T&Cs

Full terms and conditions available at: https://www.Drive.com.au/about-Drive/advertising-terms-conditions/

3.3 Cancellation of Services

(a) Standard Campaigns: You may cancel an Order for any Services at any time without charge provided that you give us at least thirty (30) days' notice prior to the Launch Date for Orders on the Drive Network. If you cancel an Order for Services less than thirty (30) days before the Launch Date, your Order will nonetheless be billed as booked by Us and You will be charged the full Fees for the Order. No credit or other compensation will be issued by Us to You or Your client.

(b) Baseline Campaigns: You may cancel an Order for any Services at any time without charge provided that you give us at least ninety (90) days' notice prior to the Launch Date for Orders on Drive Network. If you cancel an Order for Services less than ninety (90) days before the Launch Date, your Order will nonetheless be billed as booked by Us and You will be charged the full Fees for the Order. No credit or other compensation will be issued by Us to You or Your client.

(c) Creative Services: If you cancel your Order less than 30 days prior to the Launch Date, we will bill your Order as booked and you will be liable to pay the full amount of Fees owed for your Order. We will, however, issue you with a makegood and/or a credit equivalent to the total Fees paid by you for your cancelled Order. Details of the makegood and/or credit will be documented through a Drive credit note provided by us to you.

All makegoods and credits issued pursuant to clause 3.3(c) above must be used within three (3) months of the issue date (unless agreed otherwise by us in writing) or they will be forfeited by you. You agree to alert us to the redemption of any makegood and/or credit by you at the time of completing a new Order for Services. You further acknowledge that use by you of any makegood and/or credit is subject to the availability of replacement services

Regardless of the period of notice you have provided to us, if you cancel any Order for Creative Services we will charge you for any production costs and charges we have incurred as of the date of the cancellation.

We may cancel an Order or part Order at any time without giving you any reasons for the cancellation. If we exercise this right we will at our option:

(a) refund to you any Fees that you already paid to us;
(b) issue you with a makegood and/or credit; or
(c) reschedule the Launch Date to another date within sixty (60) days of the cancellation date,

and you agree that this is our sole liability to you in relation to that particular Order or part Order.
For the avoidance of doubt, a cancellation of an Order or part Order by either party pursuant to this clause 3.3 will be deemed to be a termination of this Agreement by that party in relation to such Order or part Order.

Advertising Guidelines - Overview

OVERVIEW

Our Digital Advertising Guidelines are developed to provide a comprehensive overview of advertising opportunities based on platforms and technology. This document intends to set out all general rules (DOs and DON'Ts of advertising with Drive) and includes pointers to more specific documents and product specifications where applicable and intends to be consistent with the latest IAB Australia guidelines.

Drive's standard digital ad units include the units of the Interactive Advertising Bureau's (IAB) Universal Ad Package (UAP) as well as a wide range of additional formats. Please refer to our Standard Banner Ads and Standard Advertorial Ads pages for details.

SECURE AD SERVING

To better improve data security and user privacy, Drive website is HTTPS. Third party served creative and its components (images, stylesheets, JavaScript, tracking pixels etc.) must all be secure to ensure that the creative is compliant and displays correctly across the Drive website. Please note that secure creative can still click through to a non-secure website. For more information, please reach out to your creative vendor support team.

OUR MEASUREMENT TOOLS

Google Ad Manager

Drive. uses Google Ad Manager (GAM) to measure ad impressions and click through rates for all advertising campaigns.

MOAT

Drive uses MOAT to measure and monitor Invalid Traffic (IVT) and viewability based metrics. MOAT has been accredited by the Media Ratings Council (MRC) based on their Invalid Traffic Detection and Filtration Guidelines and have been accredited for General Invalid Traffic (GIVT).

Advertising Guidelines - General Rules

Advertising creative material:

Must not:

- destroy, disrespect or pretend to be content
- contain nudity, profanity, violence
- contain strobing effects and rapid image sequences
- contain uninitiated sound
- disable form fields, navigation or other site functionality
- contain or prompt download of executable / installation files
- set third, fourth etc. party cookies for pre- or re-targeting purposes is not permitted.
- try to launch in a new browser window (pop up/pop under) or shake browser window
- reference any competitor publications
- include any logos from Drive competitors in any creative

Must:

- be of sufficient quality – i.e. meeting professional design standards, using suitable image resolutions etc.
- leave users to remain in full control of rich media units, i.e. able to terminate, shut down or minimise overlays, players etc.
- include a static or animated fallback creative format to be served to users with low-powered devices, without sufficient plugins or where JavaScript disabled.

Furthermore:

- Drive reserves the right to remove or request the removal / revision of any creative that is deemed unsuitable.
- Drive may at its absolute discretion refuse to publish any advertisement.
- Drive reserves the right to reject / remove any rich media ad from the rotation that does not meet creative specifications, contravenes guidelines or adversely affects site performance other ad placements or user experience.

Advertising Guidelines - General Rules

Advertising creative material - Related Content:

- Must include 'Sponsored' in top right using the Drive template
- No animation/animated gifs
- No brand logos
- Must be designed to integrate seamlessly with content
- Good image quality - no pixelation
- Copy to be approved by Drive

Advertising Guidelines - HTML5

HTML5 GUIDE FOR 3RD PARTY HOSTED

The combination of HTML5, CSS3, JavaScript, SVG etc. enables rich animation and features similar or identical to Flash technology, hence you may refer to the relevant ad product specifications for details regarding rules, expected behaviour and deliverables with respect to user experience, hardware load (CPU performance considerations, file sizes) etc.

- No Drive 1st party hosted HTML5 creatives allowed
- Drive should not be responsible for troubleshooting specific issues with HTML5 creatives such as appearance, functionality, troubleshooting, debugging or reporting discrepancies.
- All HTML5 code must adhere to ad guidelines and specifications for its respective ad unit.
- To improve processing power and simplify logistics, code the ad with CPU utilization in mind and leverage the graphics processing unit (GPU) that exists in most devices whenever possible. Creative developers should maximize code efficiency as much as possible so that it never uses the CPU to its capacity. Also, using CSS styling and transitions for animations divert processing power to the GPU instead of using the CPU

HTML5 SPECIFICATIONS

Creative Unit Name	Asset	Max File Size	File Type	Max File size of External Shared Libraries
HTML5 Standard	Banner	80kb	HTML5, JPG, PNG, GIF	100kb
HTML5 Rich Desktop/Tablet	Initial Load	100kb	HTML5, JPG, PNG, GIF	100kb
File Formats	Back Up Image	40kb	JPG, PNG, GIF	
	Polite Load / Expanded Panel	1MB	HTML	
	User Initiated Load / Expansion	10MB	HTML	
	Video	Auto – 2MB User – 10MB	HTML, JPG, PNG, GIF	
HTML5 Rich Mobile	Initial Load	80kb	HTML, JPG, PNG, GIF	100kb
	Back Up Image	40kb	JPG, PNG, GIF	
	Polite Load / Expanded Panel	200kb	HTML	
	User Initiated Load / Expansion	2MB	HTML	
	Video (optional)	2MB	MP4, OGG, WebM	

HTML5 AD SPECIFICATIONS NOTES

A HTML5 Standard banner is defined as a basic banner with single click through with contained behaviour. Anything beyond this is considered Rich HTML5.

A backup image is required to display for unsupported environments, such as older versions of IE.

APPROVED HTML5 AD HOST VENDORS

Google DoubleClick / Sizmek / Celtra / Exponential

Advertising Guidelines - Timelines & Delivery

Tier	Creative Type	Description	Deliverables required
1	Standard Creative	3rd party served, non rich media	5 days prior to launch
2	Rich media creatives	Celtra, InRead Video	10 days prior to launch
3	Custom Creatives	In house built creatives	10 days prior to launch

In addition to the above timelines, creatives for Baseline campaigns must be submitted by 1 month prior to the campaign going live.

Advertising Guidelines - Additional Guidelines

ADDITIONAL GUIDELINES

Please note the above creative and campaign setup/turn-around times, commencing from receipt of all required, correct creative materials. Failure to provide creative within these SLAs may result in delays in campaign commencement.

CANCELLATION DEADLINES

Refer to our Terms and Conditions for our Cancellation Policies.

3RD PARTY AD SERVING GUIDELINES & CREATIVE ACCEPTANCE POLICIES

All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency. Drive reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites. Drive may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.

Drive reserves the right to remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

The setting of 3rd or 4th party cookies on Drive sites for re-targeting or any other user tracking purposes is not permitted without prior approval from Drive. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation. Creatives can be returned to rotation once unauthorised connections have been removed.

GLOSSARY

POLITE DOWNLOAD

To preserve user experience on our digital properties, initial ad creative file load sizes are constrained across the board. However, to compensate for the trend towards more rich media, two additional categories for file size loading were added: subsequent polite load and subsequent user-initiated load.

SUBSEQUENT POLITE DOWNLOAD

The initial ad respond file size is restricted, typically to a standard banner's file size. This first phase of the ad usually comprises the first key-frame of the ad animation or similar placeholder asset. A larger secondary download occurs after the requesting parent page has loaded completely (i.e. the [document.body.onload] JavaScript event is fired). This secondary download file size is also limited, typically to 100 KB.

USER INITIATED DOWNLOAD

Includes all files that load as a result of the viewer further interacting with the rich media ad creative.

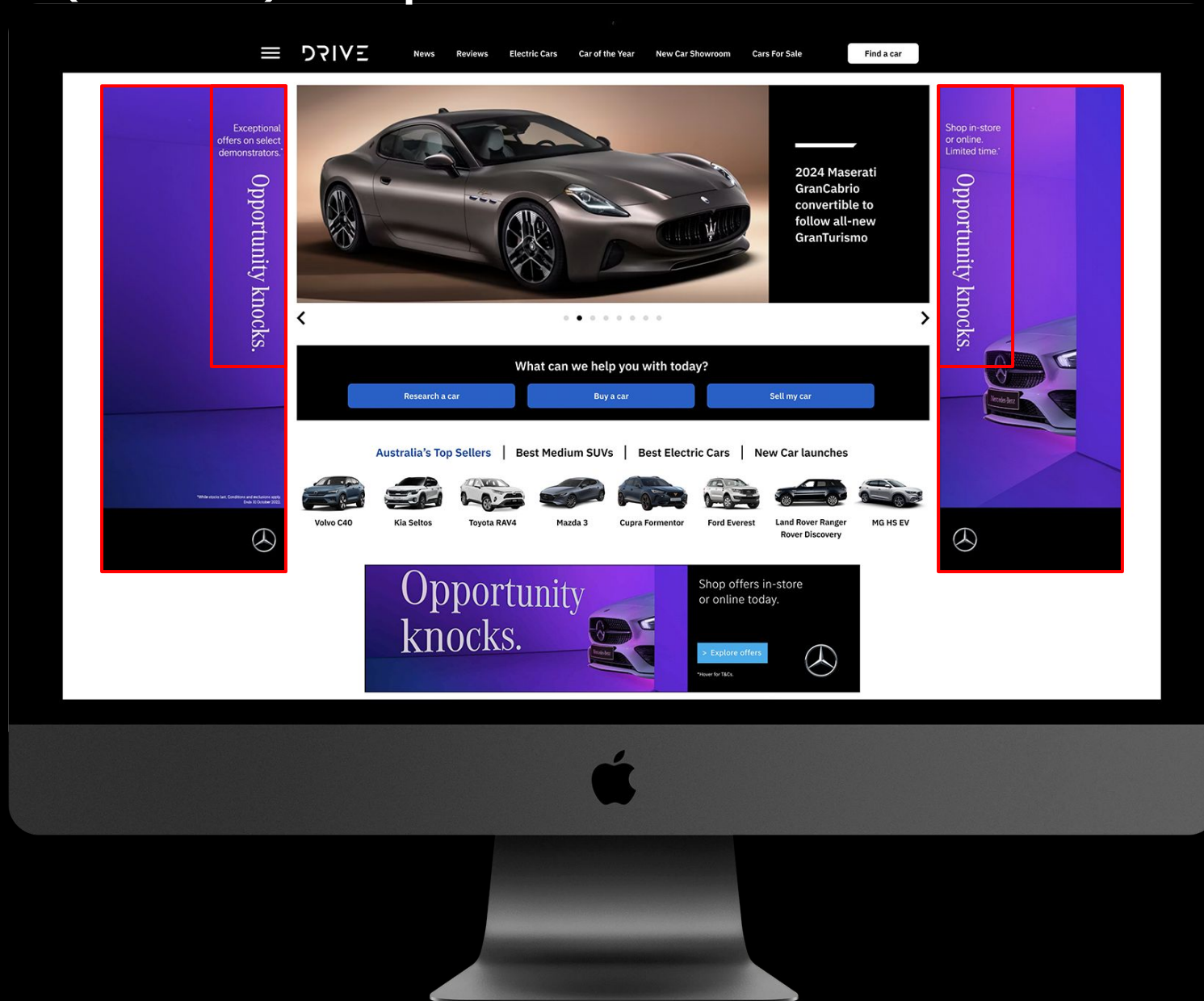# Homepage Takeover (Standard) Template

1280

145 x 600
Primary message area

145 x 600
Primary message area

Primary message area
Ensure your key message and logos are within the dimensions of the green areas specified

Additional creative area
Extra area for creative, anything in this space may not be visible on some screen sizes

Website content area
Ensure this area has no colour or creative, is where the content of the Drive website will display

Approx first fold (680px)

Approx first fold (680px)

360 x 1000
Additional creative area

360 x 1000
Additional creative area

728 x 90
Leaderboard

970 x 250
Billboard

Homepage Takeover (Standard) Example

Contextual Targeting Opportunities

Contextual "keyword" targeting is available for

- Related Content Units

- All standard display units

- Text Links and Transactional Text Link native units

Available targeting variables

- Article
    - Title
    - Slug
    - Content taxonomy
        - Content Type - editorial / comparenewcars / carsforsale / about / search
        - Section - news / reviews / caradvice / showroom / deals / compare / top 5 / dcoty / forsale / valuesell
        - Category - Topics for each of news, reviews, caradvice
        - Child Category - sub topics for advice (buying advice, owning advice, driving advice)
    - Tags
    - Negative article
- Vehicles (across all content types)
    - Year / Make / Model
    - VFacts Segment
    - DCOTY Category
    - Car Type - Family / City / Work / First / Prestige / Adventure / Sports / Electric & Hybrid
    - Fuel type
    - Average rating
    - Price bracket (under25 / 25to39 / 40to59 / 60to70 / 70to100 / over100