

## Creative Specs: Wallpaper

1906 x 1000 px

The wallpaper itself is **non-clickable**, so save your buttons and links for the other spots that **are included** when you purchase the wallpaper placement (see next page).

Please supply **a single, static file** as .jpg or .png, with a **white or transparent middle** area and ensure the file is no larger than **150kb**.

✓  
130 px

Keep key messages within the **130 px closest to the white space**

✗

The other section of our wallpapers **may not display** to as many users (especially those with smaller screens) due to the wallpaper's responsiveness.

453 px

1000 px

453 px

1906 px

1000 px

When the user scrolls, they will see the entire creative and **it will remain in view** until they reach the bottom of the page.

Our wallpaper placement **includes the other display ad placements** on the page which are; 970 × 250 on the Property Homepage and 728 × 90, 300 × 250 and 160 × 600 on the Motors Homepage.

Queries? Please contact:

[trafficking@trademe.co.nz](mailto:trafficking@trademe.co.nz)

**trademe**  
Audience

The image shows a screenshot of the Trademe Motors website. At the top, there is a navigation bar with links for Trade Me, LiveDirect, Trade Me Insurance, Holiday Homes, Find Someone, Travelbug, MotorWeb, and Harmony. The main header features the Trademe logo, navigation tabs (Browse, Sell, My Trade Me, Community), and user options (Register, Log In). A search bar is prominently displayed with filters for 'in cars, bikes & boats'. Below the search bar, there are several sections: 'Browse cars, bikes & boats', 'Sell in NZ's largest car market.' (with a 'List a vehicle' button), and a 'Used cars' section with various filters (body style, make, model, price range, year, keywords). There are also sections for 'Motorbikes', 'Other vehicles', 'New cars', 'Boats & marine', and 'Related categories'. A large advertisement for 'THE ALL NEW BMW X2' is featured, with the slogan 'BE THE ONE WHO DARES.' and a 'Find out more' button. Below the main content, there are 'Featured listings' including a Volkswagen Amarok 4Motion 2.0 Auto 2015, a Volkswagen Beetle Convertible 2003, and a Volkswagen Cross Polo Tsi 77Kw 2014. The website is framed by a large wallpaper image of a silver car in a garage, with the same 'BE THE ONE WHO DARES.' slogan overlaid.