

Image Posters

Use this guide to create and manage Image Posters for use when advertising your vehicles.

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What is an Image Poster?

Image Posters are dynamic images you can attach to a vehicle for use in advertising such as on your own website and other websites like Trade Me. For example you can automatically display the features, price and/or finance repayments of a vehicle directly within the image, and when you change the price or features of that vehicle in Motorcentral the image will automatically update using the new values entered.

This makes it easy to advertise properties of the vehicle directly within your normal photographs of the vehicle without having to re-create these images every time you make a change to a vehicle.

Below is a sample Image Poster created by a dealership for advertising Finance Repayments. In the first image the retail price was set at \$19,999 and in the second the dealership has put the car on special for \$18,500. You can see the second Image Poster has automatically updated the weekly repayments to reflect the new Special Price.



- Very fast, easy and super competitive
- Low deposit terms available
- We welcome your trade as a deposit



Vehicle Priced at \$19,999



- Very fast, easy and super competitive
- Low deposit terms available
- We welcome your trade as a deposit



Vehicle Priced at \$18,500

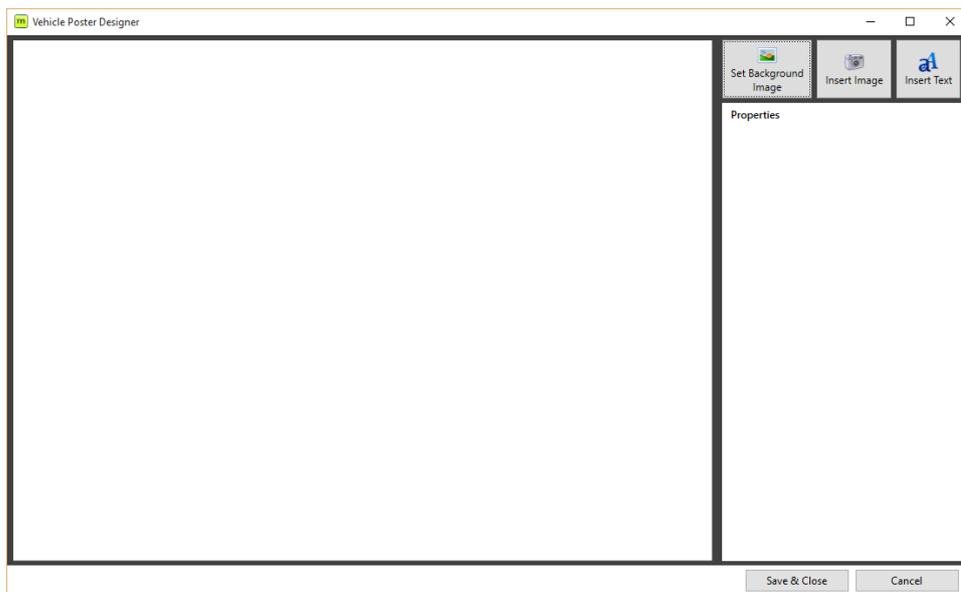
Creating an Image Poster

The design team at Motorcentral are available to assist with developing design ideas for you, as well as high quality Image Posters. Please contact our team for further details.

To create a new Image Poster:

1. Go to **Tools > Image Posters**.
2. Click the **Add** button.
3. Begin by giving the **Image Poster** a Title and a **Description** (optional).
4. Click the **Launch Poster Designer...** button to begin designing your poster.

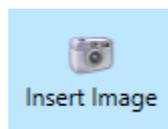
5. You will be presented with the following **Poster Designer** window.



The Image Poster is designed to be 800 (w) x 600 (h) pixels in dimension.

6. Begin by selecting a Background Image. We suggest using the dimensions of 800 x 600 pixels, however the Image Poster Designer will scale your image to fit those dimensions automatically. To clear the Background Image, right click on it and select **Clear Background** form the context menu.
7. Next select to insert either:
- a. An Image:

- i. Select the **Insert Image** button.



- ii. Browse to the Image you wish to insert, select it and click the **Open** button.
- iii. The image will appear in the Editor. You can click and drag it to any location and also scale the size of it using the handles on the corners of the image.



- iv. Alternatively with the image selected you can alter its properties using the Properties section on the right hand side of the Editor window.
- v. You can alter the layer location of the Image by right-clicking on the Image and selecting **Send to Front** or **Send to Back** from the context menu. Similarly you can remove an image from the

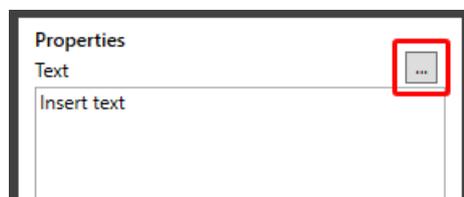
Image Poster by selecting the **Delete** option from the same context menu or hitting the **Delete button** on your keyboard.

b. Some Text:

- i. Select the **Insert Text** button



- ii. A text panel will appear in the Editor. You can click and drag it to any location and also scale the size of it using the handles on the corners of the panel.
- iii. With the text panel selected you can alter its properties using the Properties section on the right hand side of the Editor window. From here you can choose the font, style, colour, weight,



alignment and location.

- iv. Type the text you wish to appear on the Image Poster. You can select placeholders by clicking the ellipsis button next to the Text label in the Properties section of the Editor.



Text inserted with {BodyStyle} placeholder



Corresponding Image Poster for Hatchback vehicle

To insert a placeholder double-click it from the list of available items. The placeholder will be inserted between parentheses.

eg. {BodyStyle} – will insert the Body Style of the vehicle

- v. You can alter the layer location of the text by right-clicking on the text panel and selecting **Send to Front** or **Send to Back** from the context menu. Similarly you can remove text from the Image Poster by selecting the **Delete** option from the same context menu or hitting the **Delete button** on your keyboard.

8. Once you have completed the design click the **Save & Close** button to save your changes.

Adding an Image Poster to a vehicle

You can add one or more Image Posters to a vehicle as an image. To add:

1. Open the vehicle you wish to add the image to.
2. Navigate to the **Images** tab and click the dropdown arrow next to the **Add Image(s)...** button. From the list select the Image Poster you wish to add.
3. Once added you can move the image like any other by clicking and dragging it to the location you desire. Similarly you can remove the image by selecting it and clicking the **Delete Image...** button.

Note: Any Image Overlays selected for a vehicle will be automatically ignored by Image Posters.

Previewing an Image Poster for a vehicle

To see what an Image Poster will display like for an individual vehicle:

1. Open the vehicle you wish to preview.
2. Double-click the Image Poster to preview it.