


Browse by Style

Sponsored by

Find (Model)
for sale



Truck



SUV/Crossover



Sedan



Coupe



Hatchback



Van/Minivan



Convertible



Wagon



Autotrader.com's Advertising Specifications

Body Style Sponsorship

Note: Custom Ad Solution

Last updated: May 2, 2019

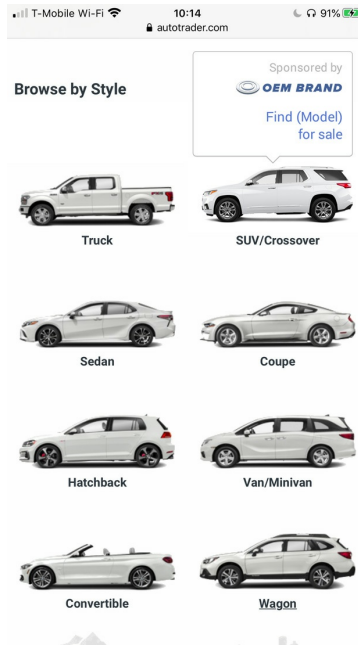


Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Master OEM Ad Solutions Portfolio - 2019
- New Car Segment Sponsorship - 2019

Media Specifications

Pages	Homepage
Duration	1 month
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days



Detailed Specifications

Body Style Sponsorship

Call-To-Action

Link label format: "Find for sale" The complete model name is displayed with no limitation on number of characters

Vehicle Image

Image of the sponsored model is displayed.

- Vehicle Color: White
- Vehicle Angle: Side view
- Max Size: 90h x 214w
- Max. k-weight: 50 initial, 100 Max sub-load

OEM Logo

- Max. height: 22 px
- Max. k-weight: 8K

Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- Custom

Deliverables

- impression tag
- click tag