

## OEM Vehicles

Your Town, State [Change](#)

[Search All Models](#)



Sponsored vehicle  
**(Year) (Make) (Model)**  
 With Standard OEMTrack™ Technology  
[Learn More](#)


### Modify Results

CONDITION ^

New

Used

Certified



STYLE ^

Convertible

Coupe

Hatchback

Sedan

SUV / Crossover

Truck

Van / Minivan

### Most Searched OEM Brand Models

Near Your Town, State [Change](#)



Autotrader.com's Advertising Specifications

# Certified Filter

**Note: Custom Ad Solution**

## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- Master OEM Ad Solutions Portfolio - 2019
- Certified Filter - Enhancement to Certified Partnership - 2018, 2019

# Description

This is an *upgrade* to the Certified Partnership Offering

Promote your certified program and increase shoppers awareness of certified program benefits with this unique placement, the **Certified Filter**.

## Media Specifications

<b>Pages</b>	Make Search Page Search results
<b>Duration</b>	Any
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></p> <p>The new guidance creates a more positive user experience by maximizing page load performance. This should also improve the performance of the ad. In addition to new initial load and sub-load max weights, the LEAN guidance dictates the following:</p> <ul style="list-style-type: none"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul>

## Detailed Specifications

# Certified Filter

### Tile

- 110×30
- JPG or PNG
- Max file size is 15KB
- Static image
- No video, no animation, no audio, no expansio

### Modal

- Tile Size: 175×50
- Maximum character count is 1,000 characters for the body of the light box
- If body copy warrants more space, a scroll bar may be used
- OEM call to action: 30 maximum characters
- Max 3 text links on right under Search Vehicles
- One text link to OEM page under copy
- Text area allows for bold selections, paragraphs of text, and/or bulleted lists

# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days

## Creative

### Dimensions

- 110x30 tile & modal with copy and three click links