

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

Last updated: October 16, 2018

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Master OEM Ad Solutions Portfolio - 2019
- Certified Filter - Enhancement to Certified Partnership - 2019

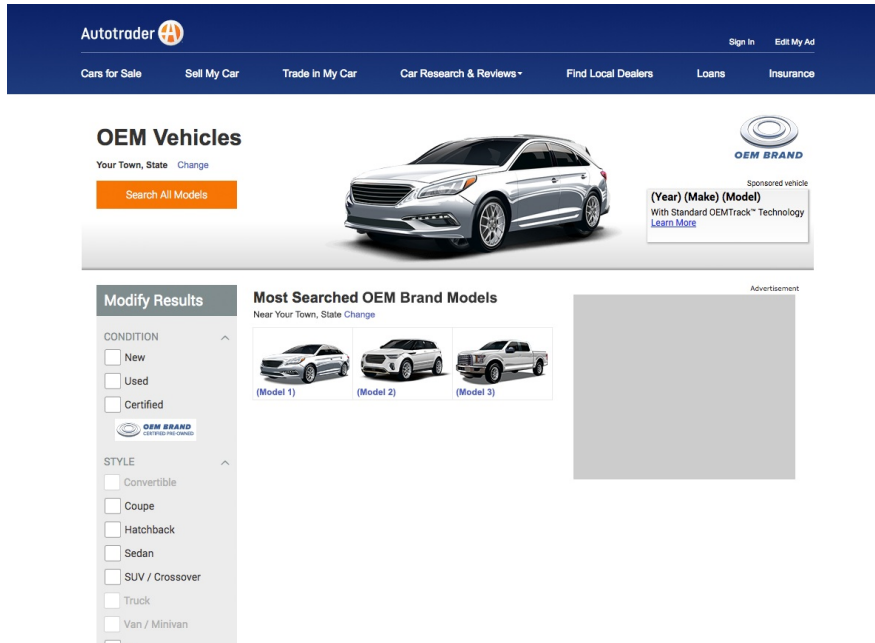
Description

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

Pages	Make Search Page Search results
Duration	Any
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National DMA
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio.</p> <p>Additional details</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">• Use lightweight file loads during initial load of the page• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load• Use sub-load for rendering ad experiences that require heavy file weights• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10• Make user initiation required for ad functionality that needs large file downloads



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

Ad Serving	Site-served
Lead Time	10 business days

Creative

Dimensions

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