

Autotrader.com's Advertising Specifications

# Certified Partnership

**Note:** Custom Ad Solution

## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- Master OEM Ad Solutions Portfolio - 2019
- Certified Partnership - 2018, 2019

# Description

Increased exposure of their Certified inventory and increased awareness of their certified program.

Combination of high-impact presence on real inventory listings. Surface real certified inventory to influence consideration as shoppers navigate their car buying journey.

Enhancement options to the **Certified Partnership** include the:

- Certified Warranty Indicator
- Certified Filter

# Media Specifications

<b>Pages</b>	Car Research Certified Landing Search form Search results Vehicle details
<b>Duration</b>	Annual
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	8 weeks
<b>Product Rules</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>Product approval required for all custom ads not built by Autotrader.</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>
<b>Certified Details:</b>	<p>Certified is primary owner for listings and ads.</p> <ul style="list-style-type: none"><li>• Sold Annually</li><li>• Includes certified listings path and 110x30 tile on Search Results Page and Vehicle Details Page</li><li>• Certified listings cannot support tracking tags</li><li>• Certified Call Tracking is optional</li></ul>

<p><b>Certified Call Tracking:</b></p>	<ul style="list-style-type: none"> <li>• Certified call tracking enables certified leads to be flagged as “certified” in dealer reports</li> <li>• Certified call tracking is unique to certified listings because it can only be applied if an OEM participates in the certified program</li> <li>• Bundle Certified Pre-Owned (CPO) call tracking into the CPO Partnership packages</li> <li>• Dealer cannot purchase nor have a certified call tracking number assigned without being in a certified program with Autotrader</li> <li>• Dealer must have active inventory on Autotrader to proceed</li> <li>• Most Autotrader Dealer packages include call tracking</li> <li>• Dealers have several different call tracking numbers: <ul style="list-style-type: none"> <li>◦ <b>New</b> – Applies to all new Car inventory</li> <li>◦ <b>Used</b> – Applies to all Used Car Inventory</li> <li>◦ <b>Certified</b> – Can be applied to each Make they sell</li> <li>◦ OEMs can use the same CPO toll-free number for multiple makes</li> <li>◦ GM includes several Makes that all receive the same CPO toll-free number</li> <li>◦ Chrysler includes several Makes that all receive the same CPO toll-free number</li> <li>◦ All other certified programs have one make</li> </ul> </li> </ul>
<p><b>Search Form:</b></p>	<p>Only Certified Vehicle brands will show in ‘Make’ selection if user selects certified search type “Learn About ‘OEM’ Certified Pre-Owned Vehicles” populates when a certified Make is selected</p> <p>The “Learn About” link is located at the bottom of the search form and allows users to click through to the certified program description page</p> <p>Certified program description page allows users to learn more about the OEM’s warranty details, features, and benefits</p>
<p><b>Search Results:</b></p>	<ul style="list-style-type: none"> <li>• Certified vehicles on the search results page are identified with an 110×30 certified tile that is redirected to the OEM Certified site</li> <li>• Vehicle Description</li> <li>• Certified vehicles on the Vehicle Details Page are identified with an 110×30 certified tile and text link that is redirected to the OEM Certified site</li> <li>• The certified tile provide differentiation between certified and non-certified vehicles</li> <li>• The Vehicle Details Page certified components also include a certified video</li> <li>• Vehicle history report (VHR) tiles are added to each certified listing and displayed in the “Primary information about this vehicle” section</li> <li>• OEMs now have the option to allow for dealer choice of Vehicle history report (VHR). Submit an opportunity request to change the status</li> <li>• Mobile Tile and Warranty Details (Optional)</li> <li>• Logo appears on the Mobile Vehicle Details page</li> <li>• Logo is not clickable</li> <li>• Certified Information Selection appears on the Mobile Vehicle Details page. This is clickable to the AutoTrader.com Warranty Details page, specific to the OEM</li> <li>• Logo size is 110×30, but retina display image is preferred – and is a best practice</li> <li>• Copy matches the Compare Certified Program information on the AutoTrader.com site</li> <li>• Text link on Warranty Details page is optional and clickable. 80 character limit max. Logo is not clickable</li> </ul>

Detailed Specifications


# Certified Partnership

## Certified Tile

Certified Tile: 110x30 (JPG, GIF, PNG)

**Certified Warranty**

**Chevrolet Certified Pre-Owned**



Every Chevrolet Certified Pre-Owned Vehicle undergoes a rigorous 172-point inspection and comes with a 12 month/12,000 mile bumper-to-bumper warranty which can be serviced at any GM dealer nationwide. Visit [www.gmcertified.com](http://www.gmcertified.com) for details.

[See More](#) ▾

**Remaining Warranty**

Remaining Original Factory Warranty ⓘ	13,961 miles	27 months
Additional Certified Pre-Owned Bumper to Bumper Limited Warranty	12,000 miles	12 months
<b>Total Remaining Warranty at Time of Purchase</b>	<b>25,961 miles</b>	<b>39 months</b>

Coverage example is based on current available data. Contact your dealer for actual coverage amounts and full warranty details.

[Exclusive 2-Year/24,000-Mile CPO Scheduled Maintenance ⓘ](#)
[172-Point Vehicle Inspection and Reconditioning Process ⓘ](#)

[Exclusive Offers from Chevrolet, Buick and GMC ⓘ](#)
[Certified Pre-Owned Program Overview ⓘ](#)

[Download 172 Point Inspection](#)

## Detailed Specifications

# Certified Warranty Details

### **Certified Warranty Details:** Character counts –

- Warranty terms info: 1,024
- Warranty details info: 512
- Why Choose Us?: 4,000
- Transferable Warranty: 255
- Lease Terms: 255
- Age in years/Mileage limit: 50
- Point Inspection: 1,024
- Roadside: 255
- Return/Exchange: 255
- Special financing: 255
- Current promotions: 4,000

# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	8 weeks
<b>Tracking</b>	Click tracking tag

## Creative

### Dimensions

- 110x30 certified tile image
- 440x120