

Autotrader.com's Advertising Specifications

Certified Partnership

Note: Custom Ad Solution

Last updated: October 10, 2018

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Master OEM Ad Solutions Portfolio - 2019
- Certified Partnership - 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

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

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

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 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
Total Remaining Warranty at Time of Purchase	25,961 miles	39 months

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

Ad Serving	Site-served
Lead Time	8 weeks
Tracking	Click tracking tag

Creative

Dimensions

- 110x30 certified tile image
- 440x120