

Autotrader.com's Advertising Specifications



# Certified Pre-Owned (CPO) Advantage

**Note:** Custom Ad Solution

## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2019
- Certified Pre-Owned (CPO) Advantage - 2019



Autotrader.com Advertising Specifications

| Certified Pre-Owned (CPO)

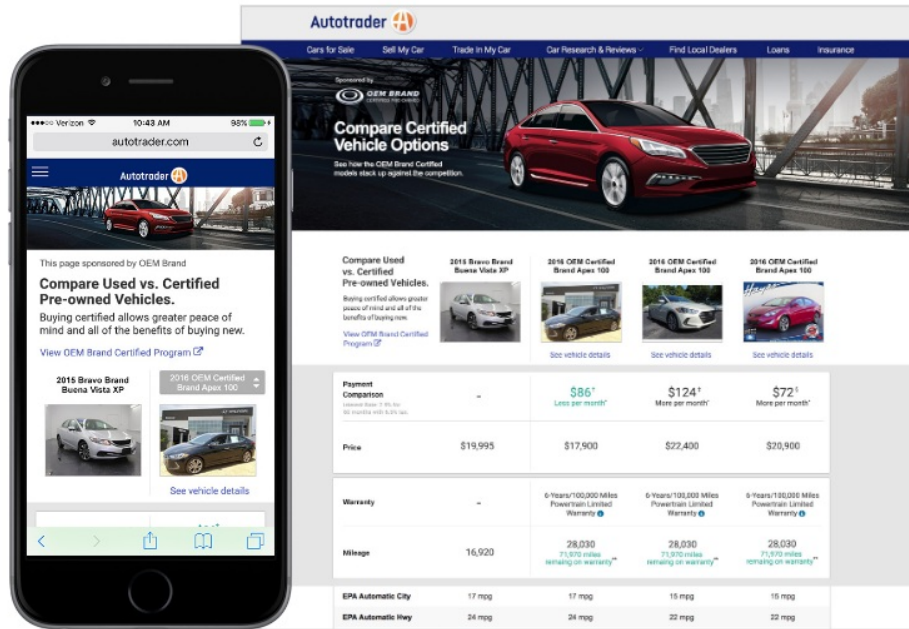
Advantage

## Description

**Certified Pre-Owned (CPO) Advantage** contextually promotes the benefits of buying certified pre-owned and drive to certified inventory through this enhanced creative experience showcased on Autotrader's used vehicle details page.

## Media Specifications

<b>Pages</b>	Vehicle details Custom Landing Page
<b>Duration</b>	Any
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party, Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days



## Detailed Specifications

# HTML Specs Overview

### Desktop + Mobile 300x250 Ad

- **Ad Size** width – 300px, height – 250px
- **Logo Image** width – 130px, height – 39px
  - Clickable & supports third party tracking
- **Offsite Link** “Visit <Sponsor Name>” required
  - 12px Roboto Regular
  - #505FBB
  - Offsite Icon required

### Mobile Ad: 320x50

- **Ad Size** Logo image width – 320px, height – 50px
- Clickable & supports 3rd party tracking
- Offsite Link “Visit <Sponsor Name>” required
- 12px Roboto Regular
- #505FBB
- Offsite icon required

### Desktop Compare Page

- **Responsive Header Image Sizes** – *Optional sizes 1024x60 & 767x195 (retina)*
  - **Large** width – 1300px, height – 330px
  - **Vehicle Safe Area: Size Padding**
    - width – 670px, height – 286px
    - top – 22px
    - right – 176px
    - bottom – 22px
    - left – 454px



- **Standard** width – 1024px, height – 260px
- Vehicle Safe Area  
Size Padding  
width – 528px, height – 225px  
top – 17px  
right – 138px  
bottom – 17px  
left – 358px
- **Logo Image Asset** width – 175px, height – 50px
  - Offsite Link 40 character limit
  - 14px Roboto Regular
  - #505FBB
  - Offsite Icon required
  
- This page is responsive and required all three image sizes for Desktop, Tablet and Mobile screen ratios. The Autotrader team can resize the 1300×330 to the smaller sizes if a PSD file is supplied. Please note that any copy included in the image may need to be adjusted for readability for the mobile size.
  
- Image Content Requirements: Use imagery and content related to the Certified program or a certified vehicle(s). This is due to the nature of this page.
  
- Mobile Retina width – 767px, height – 195px
  
- Offsite Link 40 character limit
  - 8px Roboto Regular
  - #505FBB
  - Offsite Icon required

### Mobile Compare Page

- Responsive Header Image Size
  - Mobile Retina width – 767px, height – 195px
- Offsite Link 40 character limit
  - 8px Roboto Regular
  - #505FBB
  - Offsite Icon required

# Ad Operations

<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	<p><i>Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found <a href="#">here</a>.</i></p> <p><b>Product Details:</b></p> <ul style="list-style-type: none"><li>• Dynamic custom ad unit promotes benefits of buying Certified Pre-Owned (CPO) over Used</li><li>• Users are directed from ad unit to third party site, Autotrader vehicle details pages, or custom comparison page</li><li>• Comparison page offers a side-by-side view of used vehicle user came from and relevant Certified Pre-Owned (CPO) vehicle</li></ul> <p><b>Product Rules:</b></p> <ul style="list-style-type: none"><li>• Ad units only appear on Used vehicle details pages</li><li>• Cannot appear on competitor vehicle details pages</li><li>• All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</li><li>• Product approval required for all custom ads not built by Autotrader</li></ul> <p><b>Logic:</b></p> <ul style="list-style-type: none"><li>• Models are dynamically updated based on vehicle details pages</li><li>• Monthly payment teaser is based on vehicle detail page dealer price compared to Certified Pre-Owned (CPO) listing dealer price and financing of 60 months, 2.9% interest, 6.5% tax &amp; title Listing logic (by order of availability and all within brand)</li><li>• Dealer Certified Pre-Owned (CPO) listing within make and model of current used vehicle details pages (VDP)</li><li>• Any Certified Pre-Owned (CPO) listing in vehicle details page model year + 3 previous years</li><li>• Any Certified Pre-Owned (CPO) listing in vehicle details page make and model</li><li>• Any Certified Pre-Owned (CPO) listings in vehicle details page body style</li><li>• Any Certified Pre-Owned (CPO) listing in vehicle details page make</li></ul>

## Creative

### Dimensions

- 300x250
- 320x50
- Custom

## Deliverables

- impression tag
- click tag
- Backup Image

Tracking tags for site-serving