

Autotrader.com's Advertising Specifications



Certified Pre-Owned (CPO) Advantage

Note: Custom Ad Solution

Last updated: October 23, 2018

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Master OEM Ad Solutions Portfolio - 2019
- CPO (Certified Pre-Owned) Advantage - 2019, 2020



Autotrader.com Advertising Specifications

| Certified Pre-Owned (CPO)

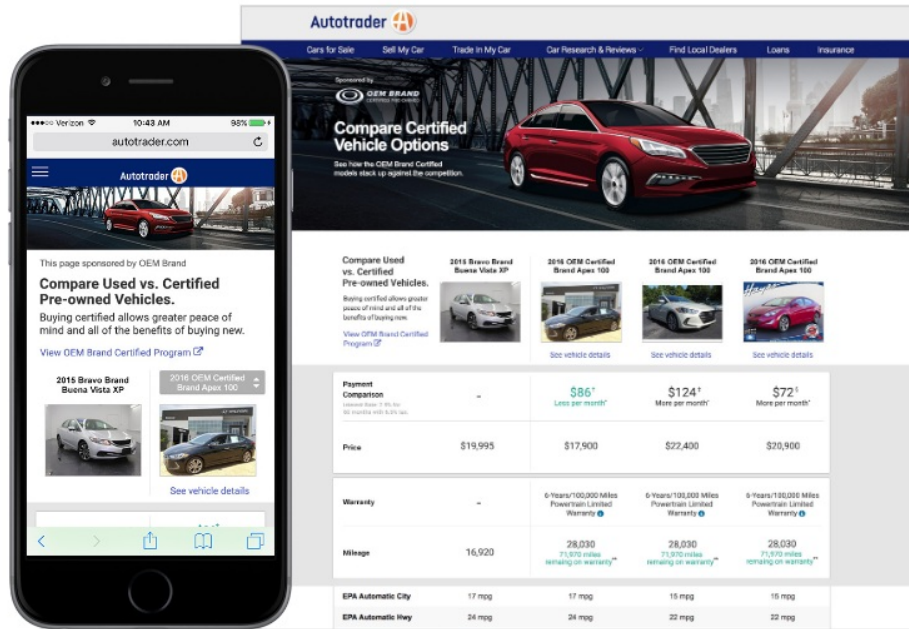
Advantage

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

Pages	Vehicle details Custom Landing Page
Duration	Any
Share of Voice	Sponsorship, Exclusive: 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Third Party, 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

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

Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	<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 here.</i></p> <p>Product Details:</p> <ul style="list-style-type: none">• Dynamic custom ad unit promotes benefits of buying Certified Pre-Owned (CPO) over Used• Users are directed from ad unit to third party site, Autotrader vehicle details pages, or custom comparison page• Comparison page offers a side-by-side view of used vehicle user came from and relevant Certified Pre-Owned (CPO) vehicle <p>Product Rules:</p> <ul style="list-style-type: none">• Ad units only appear on Used vehicle details pages• Cannot appear on competitor vehicle details pages• All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio.• Product approval required for all custom ads not built by Autotrader <p>Logic:</p> <ul style="list-style-type: none">• Models are dynamically updated based on vehicle details pages• 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 & title Listing logic (by order of availability and all within brand)• Dealer Certified Pre-Owned (CPO) listing within make and model of current used vehicle details pages (VDP)• Any Certified Pre-Owned (CPO) listing in vehicle details page model year + 3 previous years• Any Certified Pre-Owned (CPO) listing in vehicle details page make and model• Any Certified Pre-Owned (CPO) listings in vehicle details page body style• Any Certified Pre-Owned (CPO) listing in vehicle details page make

Creative

Dimensions

- 300x250
- 320x50
- Custom

Deliverables

- impression tag
- click tag
- Backup Image
- Tracking tags for site-serving