

The screenshot shows a car listing on the Autotrader website. At the top, there's a navigation bar with 'Autotrader' logo and links like 'Cars for Sale', 'Sell My Car', etc. The main content area displays a dark-colored sedan. Key details include:

- Price:** \$14,990
- Dealer:** OEM BRAND LOCAL DEALER, 123 MAIN ST. CITY, STATE, 00000
- Vehicle Details:** Mileage 5,287, Fuel Gasoline, Body Style Sedan, Drive Type 2-wheel drive - front, Engine 4-Cylinder-Turbo, Transmission 6-Speed Shiftable Automatic.
- Features:** 16" Painted Aluminum Wheels, 8 Speakers, System Feature, 8 Speakers, 6-Way Manual Driver Seat Adjuster, 480i Stereo, AM/FM Stereo w/CD, Player/MP3 Playback, AM/FM (radio) SiriusXM, Air Conditioning, Brake assist, Bumpers Body-color.
- Warranty:** Certified Warranty section with details on Original, Drivetrain, and Roadside Assistance.
- Additional Info:** 'Safety Recall Information' section, 'Seller Comments' with placeholder text, and an 'Email Seller' form.



Autotrader.com's Advertising Specifications

Certified Warranty Indicator

Note: Custom Ad Solution

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2019
- Certified Warranty Indicator - Enhancement to Certified Partnership - 2019



Description

Must purchase the [Certified Partnership](#) to enhance your certified exposure with the **Certified Warranty Indicator**.

Engaging visual display illustrates the certified warranty coverage and remaining new car warranty to further highlight the value of the vehicle to serious certified shoppers. Video option available on vehicle details pages.

Media Specifications

Pages	Search form Vehicle details Car Research: Research & Information
Duration	Any
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	30 business days
Frequency capping details	For direct buys, frequency capping is <i>unavailable</i>



Detailed Specifications

Certified Warranty Indicator

Product Details

- Requires additional fields added to the OEM's certified pre-owned inventory file
- OEM is responsible for providing new car remaining warranty, certified pre-owned Warranty, Total Warranty and disclaimer/description
- Autotrader.com is responsible for displaying the information on the OEM's vehicle detail pages
- Product Display Details: Warranty Indicator Graphic Display
Displays within the Certified Warranty Tab.
- Appears for only certified listings where the OEM purchased the appropriate Certified Pre-Owned (CPO) Partnership
- Graphic is hard coded
- All other items are within a content management system and are able to be edited "View more warranty details" Link shopper is lower page module textual display
- Miles and months are pulled from Total Warranty order request Certified Warranty line in the textual display
- Option depends on OEM Needs
 - Disclaimer text is 250 max characters including spaces

Ad Operations

Ad Serving	Site-served
Tracking	Impression tracking tag Click tracking tag