

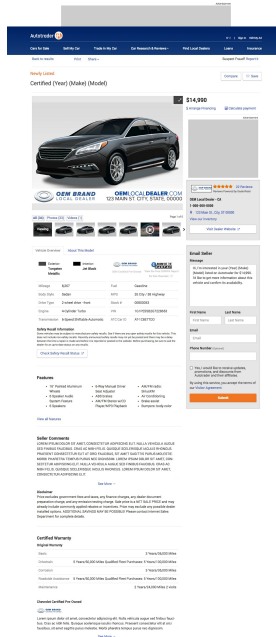
Description

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

HTML 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