



Autotrader  0 | Sign In | Edit My Ad

Cars for Sale | Sell My Car | Trade in My Car | Car Research & Reviews | Find Local Dealers | Loans | Insurance

Search Cars for Sale Browse by Make | Browse by Style | More search options

Any Make Any Model 92618

(Year) (Make) (Model) | Learn more [↗](#) Sponsored by 

Sell My Car
Make more money when you sell your car yourself. Choose a package and price that works for you.

Value My Car
Find out what your car is worth to an individual buyer or dealer in your area and decide how to sell or trade.

Want to trade your car with a dealer? Get an Instant Cash Offer and trade in or sell your car at a local dealership. [Trade my car](#)

Sponsored By  **BUY SMART. OWN CONFIDENCE.**

- ✓ 7-year/100,000-mile Limited Warranty
- ✓ 7-year/100,000 Roadside Assistance benefits
- ✓ 167-point Comprehensive Vehicle Inspection
- ✓ CARFAX® Vehicle History Report™

↗

Advertisement

 THE OEM SUMMER SALES EVENT



Choose from this season's finest collection



Autotrader.com's Advertising Specifications



Certified Pre-Owned (CPO) Education Sponsorship

Note: Custom Ad Solution

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- Master OEM Ad Solutions Portfolio - 2019
- Certified Pre-Owned (CPO) Education Sponsorship - 2019



Autotrader.com Advertising Specifications

Certified Pre-Owned (CPO) Education

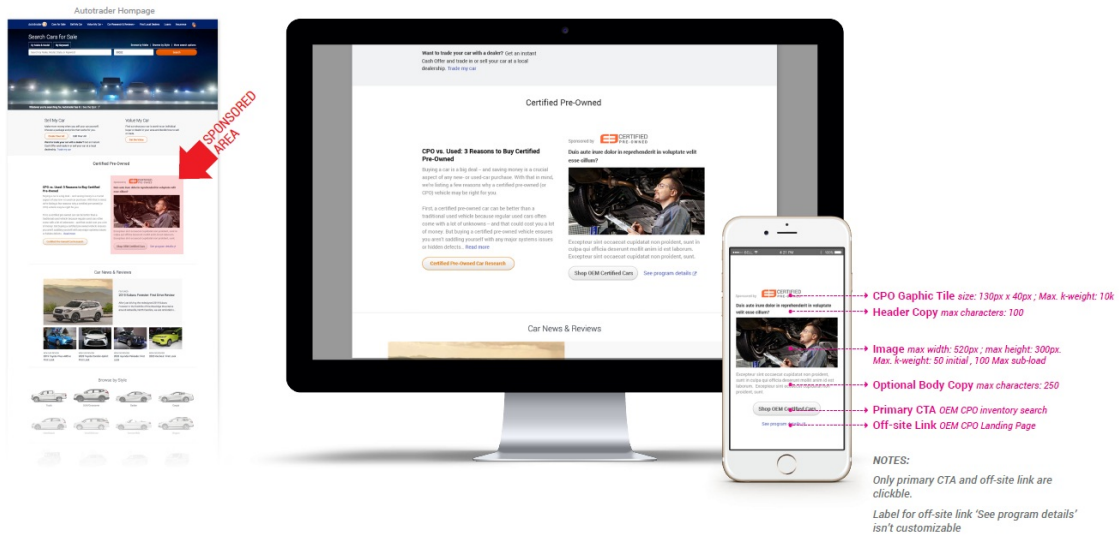
Sponsorship

Description

Certified Pre-Owned (CPO) Education Sponsorship raises awareness and promote education of your certified program to one of the largest audience of in-market auto shoppers.

Media Specifications

Pages	Car Research Certified Comparison Car Research Certified Landing Car Research Used Landing Homepage
Duration	1 month
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Third Party, Site-served, agency tracking tags optional
Lead Time	8 weeks
Frequency capping details	<ul style="list-style-type: none">• For direct buys, frequency capping is <i>unavailable</i>• Through programmatic buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit 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

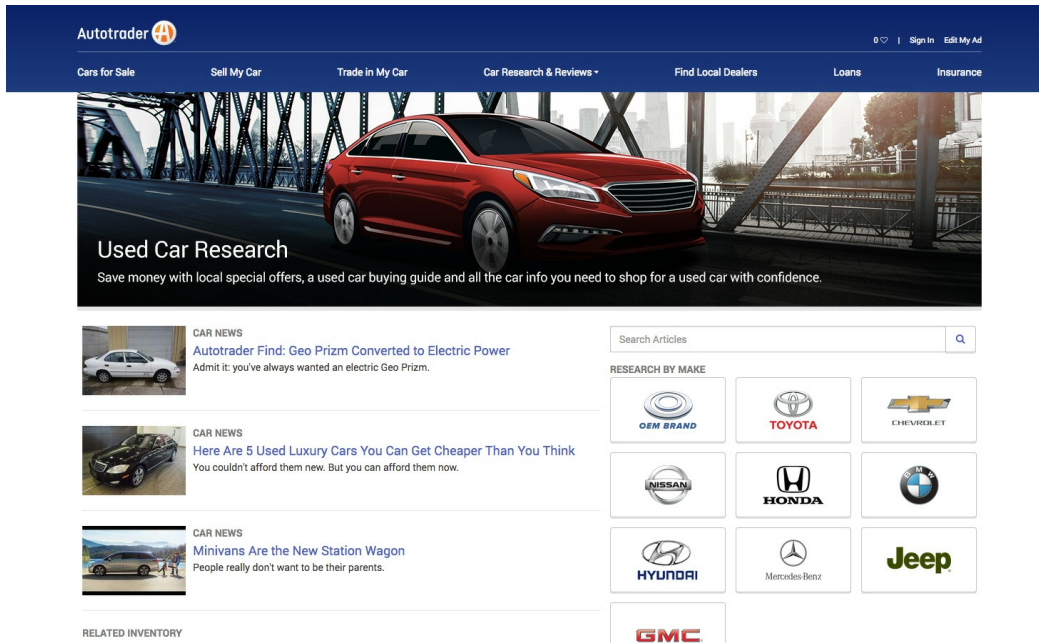
Certified Pre-Owned (CPO) Education Sponsorship: Homepage Sponsored Content

CPO Sponsorship on Homepage

- CPO graphic tile size: 130px. X 40 px.; Max k-weight: 10k
- Header copy max characters: 100
- Image: max width: 520px; max height: 300px., max k-weight: 50 initial, 100 Max sub-load
- Optional body copy max characters: 250
- Shop OEM Certified Cars CTA links to OEM CPO inventory search (internal)
- See Program Details links to OEM CPO landing page (external)



Sponsorship



Detailed Specifications

CAR RESEARCH PAGES

Image Asset

- **Jpeg width** – 1024px, height – 682px
- **Container Alignment width** – 100%, Centered

Note: Sponsorship label includes one external link

Image Requirement

- Content of image must display and focus on an automotive vehicle.
- Image must be lifestyle in nature.
- NO studio shots on white backgrounds.
- NO copy should be present on the image.

Responsive Breakpoints

Height – Desktop 300px, locked

Break Point #1 1300px width – Max Size

Break Point #2 1024px width

Break Point #3 768px width

Height – Mobile 138px, locked

Break Point #4 – Mobile 375px

Note: Sponsorship label includes one external link



Ad Operations

Ad Serving	Third Party
Lead Time	1 month
Tracking	Impression tracking tag Click tracking tag
Additional Notes	<ul style="list-style-type: none"><input type="checkbox"/> Homepage: 248x225<input type="checkbox"/> Search form: Tool tip<input type="checkbox"/> Car research landing page: 300x250; 1024x682 header; featured article, make logo<input type="checkbox"/> Car research certified landing page: 300x250; 1024x682 header; featured article, make logo<input type="checkbox"/> Audience onsite: Desktop 300x250; 728x90; Mobile 320x50; 300x250 (optional)<input type="checkbox"/> Audience offsite: various

Creative

Dimensions

- Search form: Tool tip
- Car research landing page: 300x250, 1024x682 header; featured article, make logo
- Car research certified landing page: 300x250; 1024x682 header; featured article, make logo
- Audience onsite: desktop 300x250; 728x90; mobile 320x50; 300x250 (optional)
- Audience offsite: various

Deliverables

- click tag
- impression tag
- logo image
- vehicle image

Homepage Unit:

- CPO graphic tile logo (High Resolution vector image preferred)
- Header and optional body copy
- Main image
- Link to OEM CPO landing page