

The screenshot shows the Autotrader website interface. At the top, there's a navigation bar with 'Autotrader' logo and links for 'Cars for Sale', 'Sell My Car', 'Trade in My Car', 'Car Research & Reviews', 'Find Local Dealers', 'Loans', and 'Insurance'. Below this is a search section titled 'Search Cars for Sale' with filters for 'Any Make', 'Any Model', and a zip code '92618'. A red car is featured in the background. Below the search bar are two main sections: 'Sell My Car' with a 'Create Your Ad' button and 'Value My Car' with a 'Get the Value' button. There are also sponsored sections for 'OEM BRAND' with a 'BUY SMART. OWN CONFIDENCE.' message and a 'THE OEM SUMMER SALES EVENT' advertisement.



Autotrader.com's Advertising Specifications



# Certified Pre-Owned (CPO) Education Sponsorship

**Note:** Custom Ad Solution

## Related Solution(s)

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



Autotrader.com Advertising Specifications

Certified Pre-Owned (CPO) Education

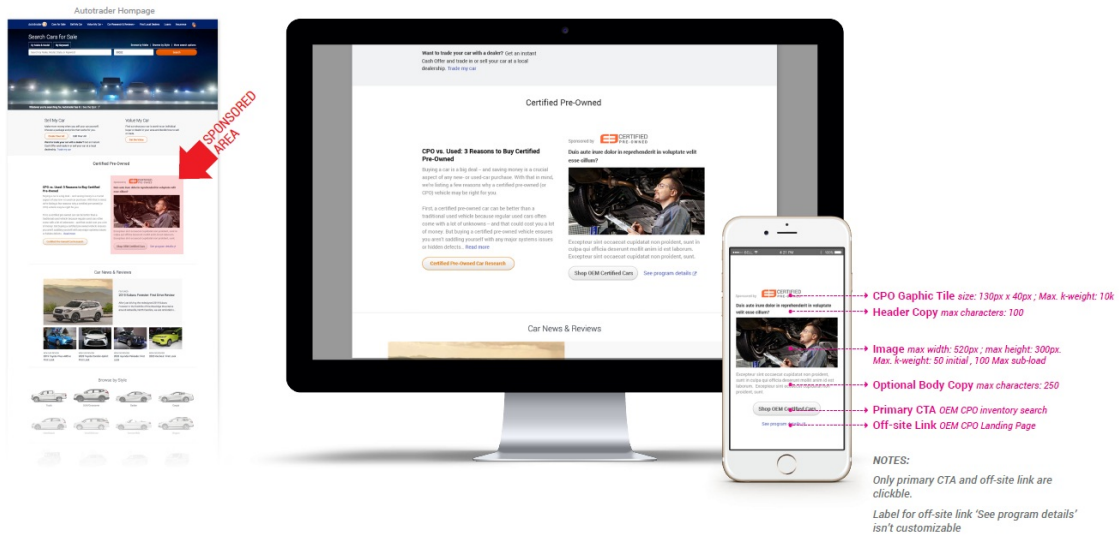
Sponsorship

# 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

|                                  |   |
|----------------------------------|---|
| <b>Pages</b>                     | Car Research Certified Comparison<br>Car Research Certified Landing<br>Car Research Used Landing<br>Homepage  |
| <b>Duration</b>                  | 1 month   |
| <b>Share of Voice</b>            | Sponsorship, Exclusive: 100% of impressions   |
| <b>Geography</b>                 | National  |
| <b>Ad Serving</b>                | Third Party, Site-served, agency tracking tags optional   |
| <b>Lead Time</b>                 | 8 weeks   |
| <b>Frequency capping details</b> | <ul style="list-style-type: none"><li>For direct buys, frequency capping is <i>unavailable</i></li><li>Through <b>programmatic</b> buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types</li></ul>  |
| <b>LEAN Guidelines</b>           | <p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></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"><li>Use lightweight file loads during initial load of the page</li><li>Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>Use sub-load for rendering ad experiences that require heavy file weights</li><li>Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>Make user initiation required for ad functionality that needs large file downloads</li></ul> |



Detailed Specifications

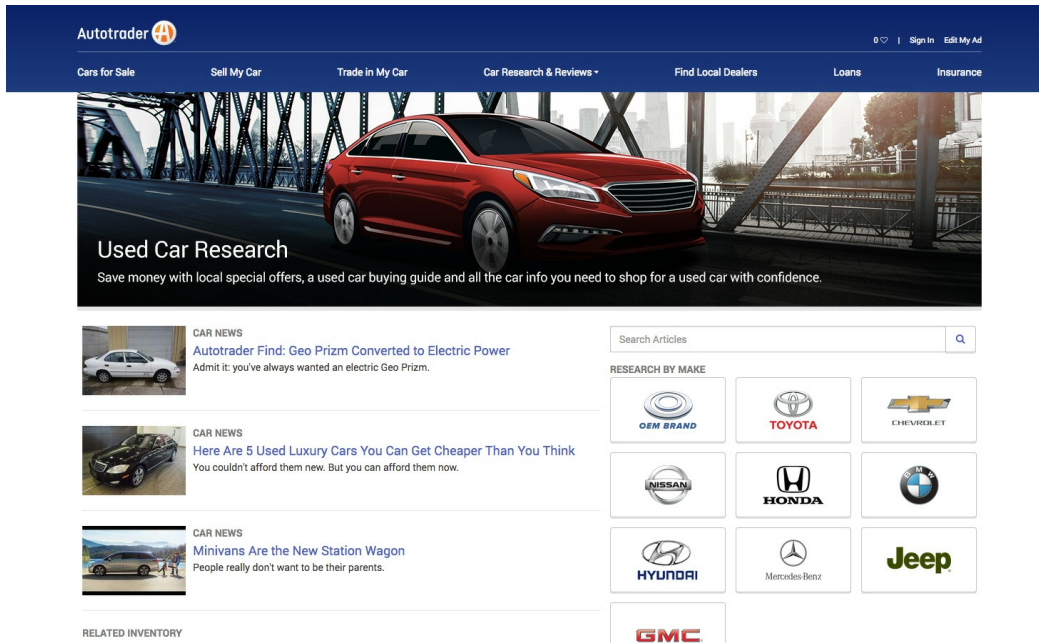
# Certified Pre-Owned (CPO) Education Sponsorship: Homepage Sponsored Content

## 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

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

## 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
- URL to Autotrader editorial article to be featured on the homepage