

The screenshot shows the Autotrader website interface. At the top, there is a navigation bar with the 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 section are two main options: 'Sell My Car' and 'Value My Car'. The 'Sell My Car' section includes a 'Create Your Ad' button and a 'Trade my car' link. The 'Value My Car' section includes a 'Get the Value' button. At the bottom, there is a sponsored advertisement for 'OEM BRAND' with the text 'BUY SMART. OWN CONFIDENCE.' and a list of benefits: '7-year/100,000-mile Limited Warranty', '7-year/100,000 Roadside Assistance benefits', '167-point Comprehensive Vehicle Inspection', and 'CARFAX® Vehicle History Report™'. There is also a button 'Explore the Benefits' and a link 'See program details'. To the right of the advertisement is a smaller ad for 'THE OEM SUMMER SALES EVENT' with a 'SEE OFFERS' button.



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)

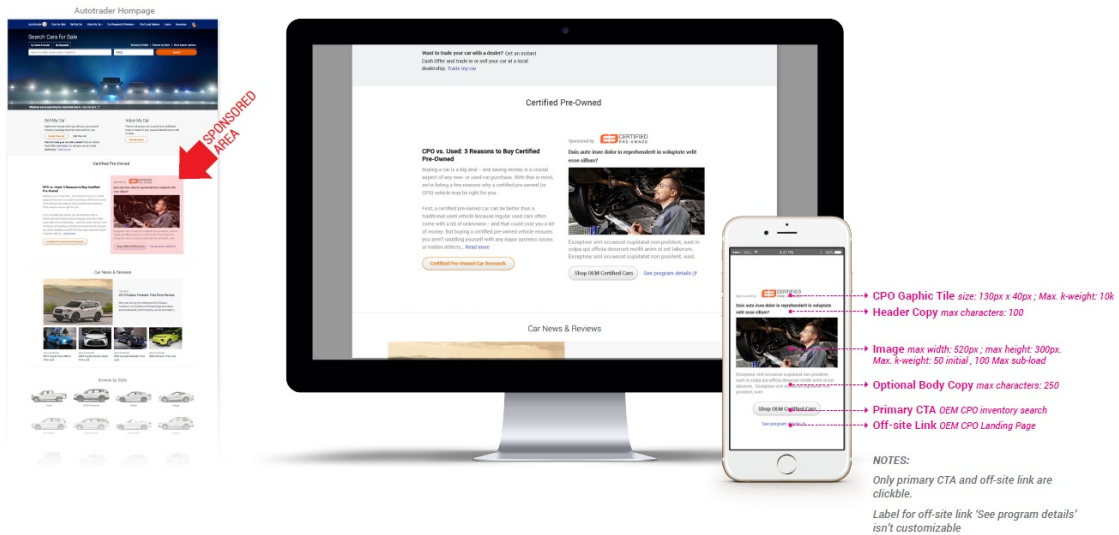
Education Sponsorship

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

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

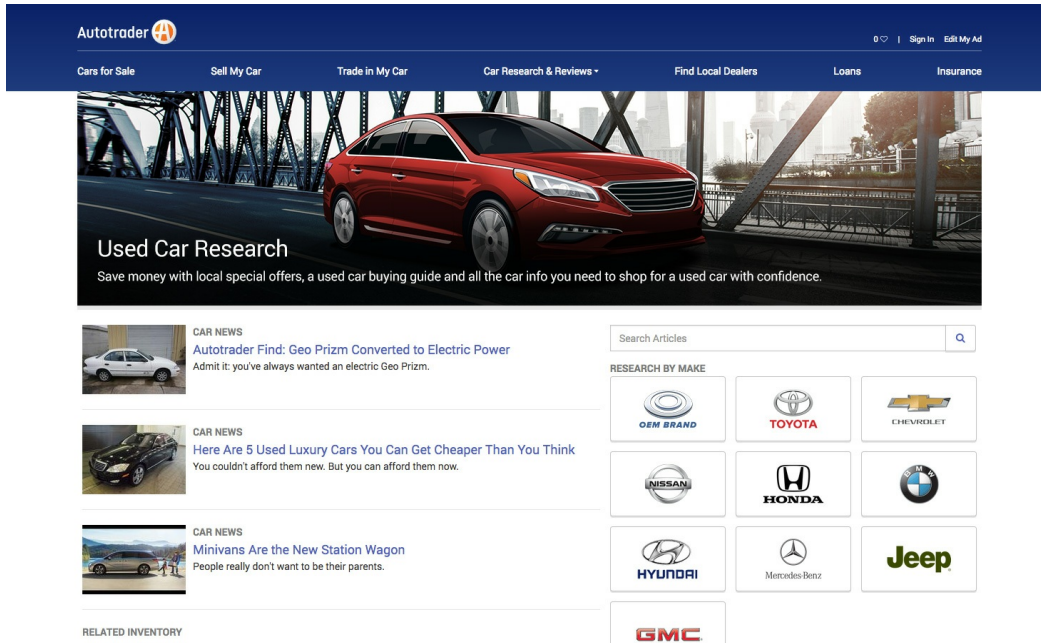


Detailed Specifications

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)



Detailed Specifications

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