

## Search Cars for Sale

## Location

Search within

of ZIP code

10 Miles

92870

## Condition

 New  Used  Certified[Learn more about certified pre-owned cars](#)

## Price

Minimum

Maximum

Any Price

Any Price

## Style

 Convertible Sedan Van/Minivan Coupe SUV/Crossover Wagon Hatchback Truck

## Drive Type

 Front Wheel Drive Rear Wheel Drive AWD/4WD

Year

-

-

Advertisement



Advertisement



Autotrader.com's Advertising Specifications

# Half Page

**Note: Standard Ad Solution**



## Related Solution(s)

- Programmatic Guaranteed
- Programmatic Open Auction
- Programmatic Private Auction
- Homepage Sponsorship - Premium Offsite: Brand Converter - 2019
- Retention Package - 2019

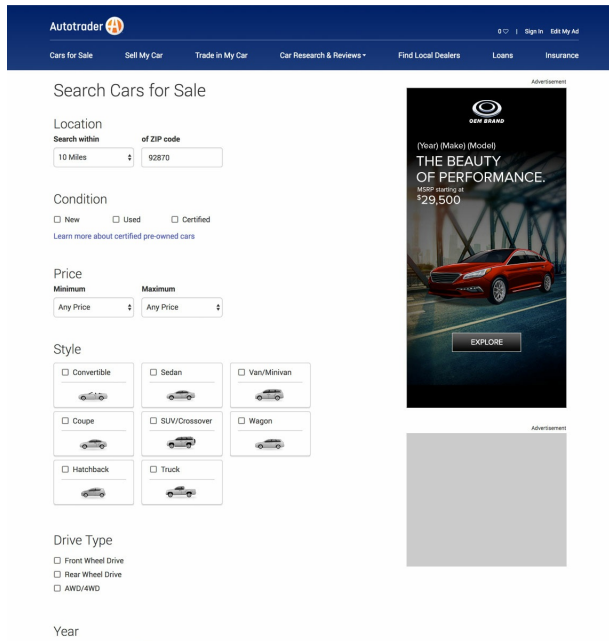
# Description

**Half Page 300×600** creates an opportunity to:

- Dominate the search form with the most prominent on page message
- Have a large ad footprint offers more branding and messaging
- Utilize existing creative with your own tags with the Standard IAB size

## Media Specifications

<b>Pages</b>	Search results
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	DMA IP-targeting National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<b>AUTOTRADER 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>
<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>HTML5 Guidelines</b>	<a href="#">HTML5 for Digital Advertising 2.0</a>



## Detailed Specifications

# Half Page 300 × 600

### GENERAL GUIDELINES

- Initial download file size: 200kb
- Max sub-load: 400kb
- User-Initiated Maximum file size: 200kb

### CONTENT & MESSAGING

New, Used, or Certified

### VIDEO ENABLED

- Available on click only
- 2.2MB max file size
- 30 seconds maximum length
- MP4 – required; webm, ogg – preferred
- Progressive download; True streaming – preferred
- Stop & Start buttons required

### AUDIO ENABLED

- Available on click only
- Audio defaults to “off”
- Mute button required
- 30 seconds Maximum length
- MP3

### ANIMATION

3 loops within 15 seconds max

# Ad Operations

<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	<i>Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found <a href="#">here</a>.</i>

## Creative

### Dimensions

- 300x600

## Deliverables

- click tag
- impression tag
- Backup Image
- Tracking tags for site-serving