

Search Cars for Sale

Location

Search within of ZIP code

Condition

New Used Certified

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

Price

Minimum Maximum

Style

<input type="checkbox"/> Convertible 	<input type="checkbox"/> Sedan 	<input type="checkbox"/> Van/Minivan 
<input type="checkbox"/> Coupe 	<input type="checkbox"/> SUV/Crossover 	<input type="checkbox"/> Wagon 
<input type="checkbox"/> Hatchback 	<input type="checkbox"/> Truck 	

Drive Type

Front Wheel Drive
 Rear Wheel Drive
 AWD/4WD

Year



Autotrader.com's Advertising Specifications

Half Page

Note: Standard Ad Solution

Last updated: May 2, 2019



Related Solution(s)

- Personalized Shopper Profiles - 2020
- Master OEM Ad Solutions Portfolio - 2020
- Filmstrip or Medium Rectangle
- Segment Search - 2020
- Programmatic Open Auction

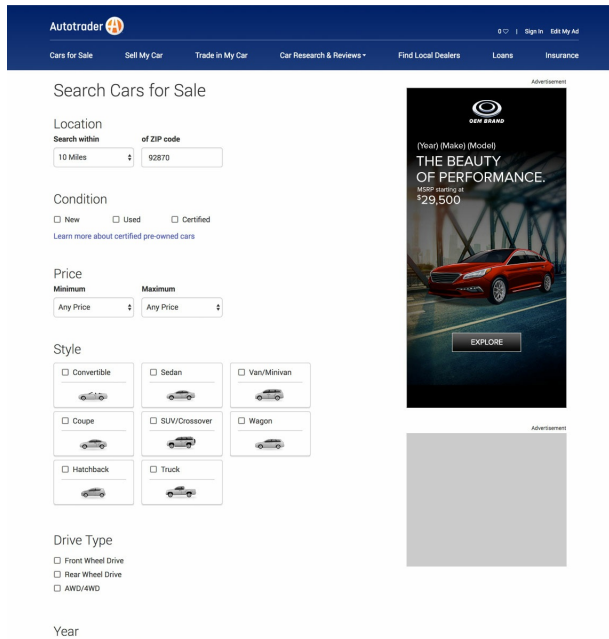
Description

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

Pages	Search results
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA IP-targeting National
Ad Serving	Third Party
Lead Time	5 business days
AUTOTRADER LEAN GUIDELINES	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad 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
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
HTML5 Guidelines	HTML5 for Digital Advertising 2.0



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

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

Creative

Dimensions

- 300x600

Deliverables

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