

Autotrader.com's Advertising Specifications

Homepage Sponsorship

Note: Custom Ad Solution

Last updated: January 29, 2020



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Homepage Takeover - 2020
- Homepage Sponsorship Premium Onsite: Endemic Converter - 2019

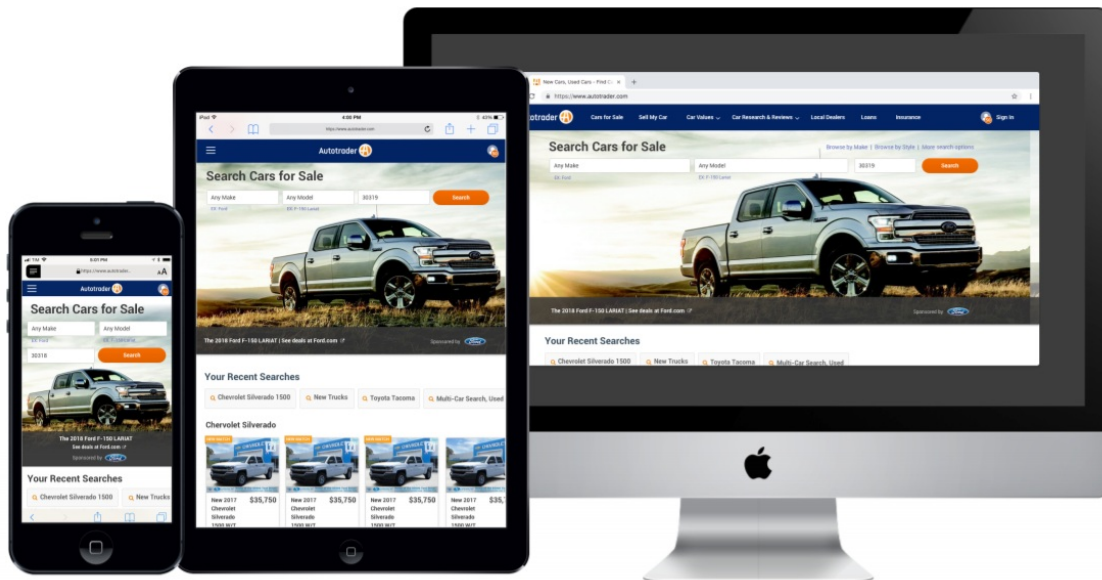
Description

Autotrader's homepage features prominent Hero image.

The hero is a high-visibility way to generate awareness and consideration for in-market shoppers that drives engagement with the sponsor's vehicle.

Media Specifications

Pages	Homepage
Duration	1 week minimum
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	25 business days
Ad Specifications:	<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



Detailed Specifications



Hero – Video Overlay

RESPONSIVE IMAGE FRAME

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.

- NO website or website imagery is allowed in hero
- Client/brand logos must be smaller than the Autotrader.com logo (110x30)

Image Asset (Final Crop)

Breakpoint #1 1300px width, 475px height

1030px width, 275px height (safe area)

Breakpoint #2 1024px width, 475px height

825px width, 275px height (safe area)

Breakpoint #3 768px width, 475px height

725px width, 250px height (safe area)

Breakpoint #4 480px width, 475px height

360px width, 135px height (safe area)

Image Weights

Initial Load Max (k-weight)

1300px 130k

1024px 130k

768px 130k

480px 50k

Breakpoint #1: Ideal Image Size & Safe Area

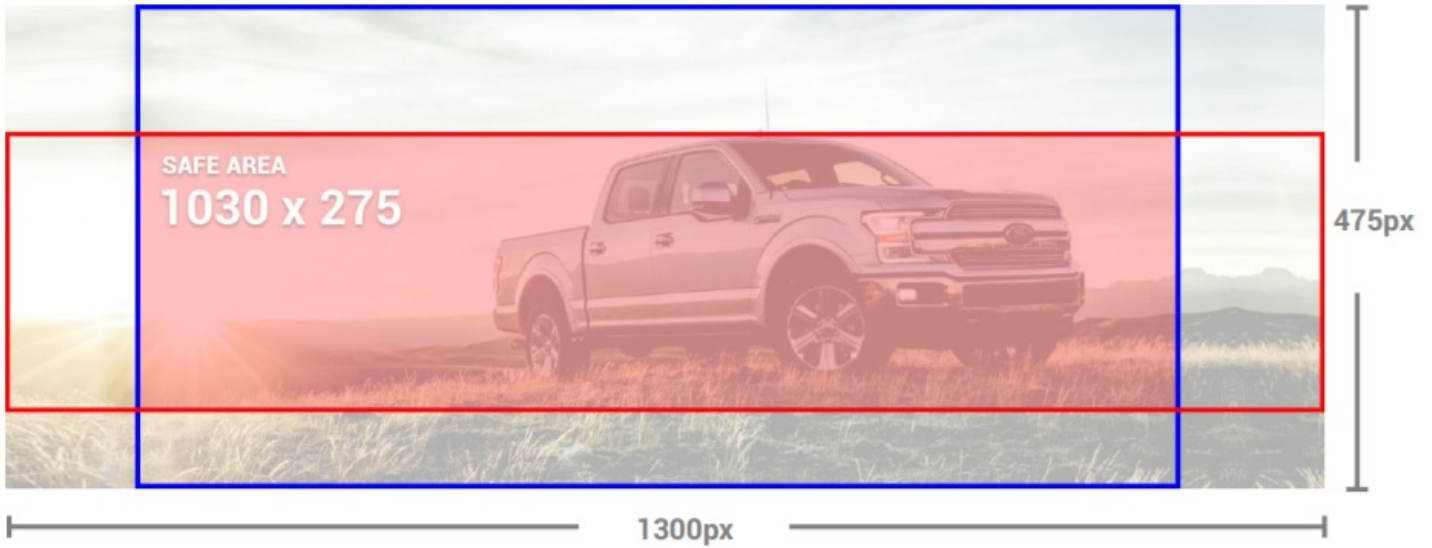


Image Requirement

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.

Image Asset (Final Crop)

Breakpoint #1 1300px width, 475px height
1030px width, 275px height (safe area)

Breakpoint #2 1024px width, 475px height
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Breakpoint #3 768px width, 475px height
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Breakpoint #4 480px width, 475px height
360px width, 135px height (safe area)

Image Weights

Initial Load Max (k-weight)

1300px 130k

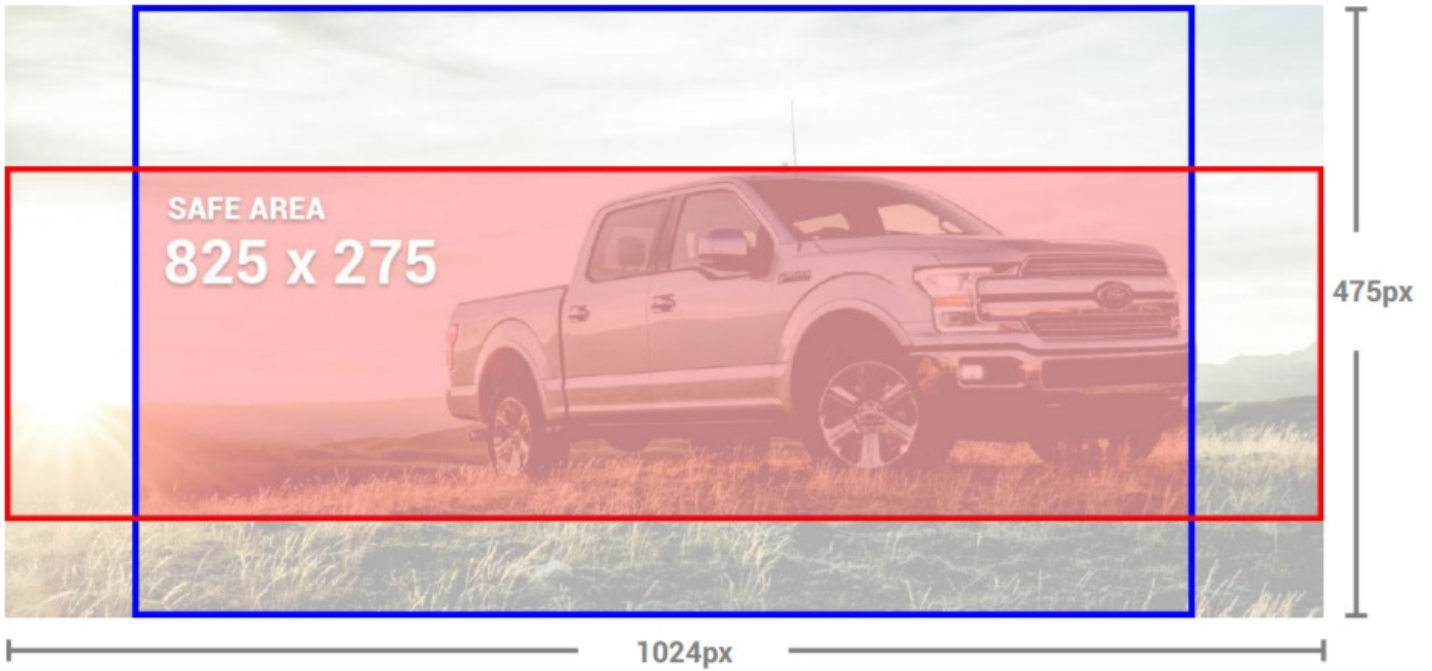
1024px 130k

768px 130k

480px 50k

Note: Recommended to supply a larger resolution image to allow for any necessary edits

Breakpoint #2: Image Size & Safe Area



- The image will always show 100% of the height
- Image width cropping determined by individual screen resolutions
- Image safe area is clickable on desktop, can link to an Autotrader Search Results Page or a specified external page

Note: We recommend supplying a larger resolution image to allow for any necessary edits

Breakpoint #3: Ideal Image Size & Safe Area

RESPONSIVE IMAGE FRAME (TABLET)

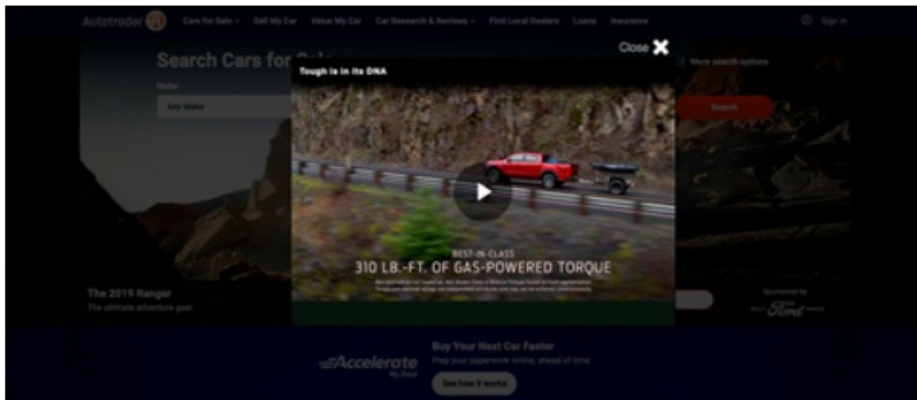


Note: We recommend supplying a larger resolution image to allow for any necessary edits

Mobile Breakpoint: Ideal Image Size & Safe Area



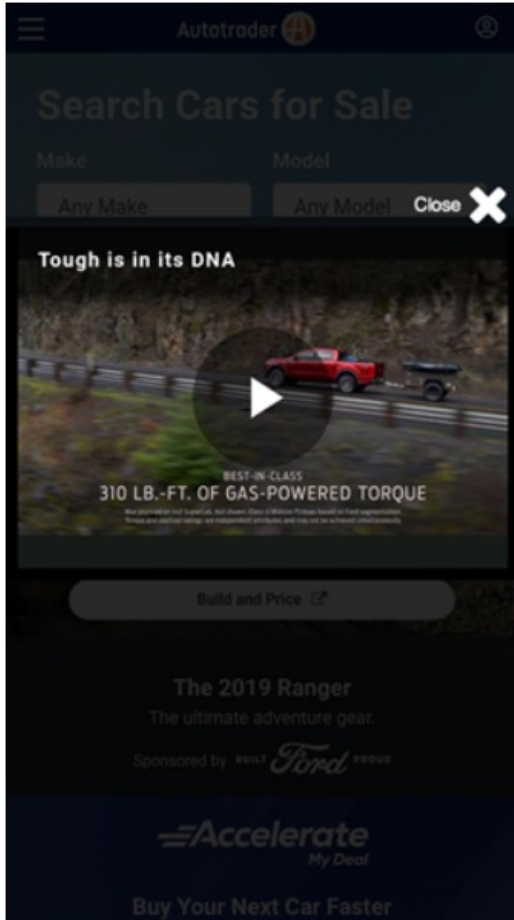
Video Overlay: Desktop/Tablet



User Initiated Video (In Banner)

- **File Size:** Alt image GIF/JPG = 20k; Initial HTML5 = 200k; User Initiated File Size = 2.2MB (with video)
- Must contain functioning stop/pause and play, and audio controls
- **Max Time:** 30 seconds
- **Video:** True Streaming; progressive download available on click only
- **Audio:** Available on click only; 30 seconds maximum on audio served in conjunction with a video stream.

Video Overlay: Mobile



User Initiated Video (In Banner)

- **File Size:** Alt image GIF/JPG = 20k; Initial HTML5 = 200k; User Initiated File Size = 2.2MB (with video)
- Must contain functioning stop/pause and play, and audio controls
- **Max Time:** 30 seconds
- **Video:** True Streaming; progressive download available on click only
- **Audio:** Available on click only; 30 seconds maximum on audio served in conjunction with a video stream.

Sponsored Link

- Optional internal or external link
- Total character limit of 75 for all links/copy
- Logo height not to exceed 40px. Width can vary. Horizontal logo with transparent background is preferred. Logo links to OEM's website on desktop and mobile devices.
- Panel background color and font color are not customizable

Search Links | Populated Search Box

- 40 character limit for headline
- 225–250 character limit for body copy
- Option of clickable external button
- Logo size – 100×30. Horizontal logo with transparent background is preferred. Logo links to OEM's website on desktop and mobile devices.
- Panel background color and font color are not customizable

Ad Operations

Ad Serving	Site-served
Lead Time	25 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	Image Asset: recommended to supply a larger resolution image to allow for any necessary edits. Any file format accepted. Jellybean images should be submitted in a format that allows for transparent backgrounds.

Creative

Dimensions

- 1300x475
- 728x90
- 320x50
- Search Links
- 2x2
- 3x3
- OEM Logo

Deliverables

- Tracking tags for site-serving

Required assets per each creative include:

- Make/Model Search Link trackers to direct to an Internal Autotrader Search result page, with Campaign Manager providing details (required)
- Each Image and video with acceptable file formats and dimensions. Image Asset: recommended to supply a larger resolution image to allow for any necessary edits. Any file format accepted. Jellybean images should be submitted in a format that allows for transparent backgrounds.
- Copy aligned to the character limits (required)
- Click trackers (optional)
- Impression trackers (optional)