

The screenshot shows the Autotrader website's search interface. At the top is a dark blue 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 the navigation bar is a search section titled 'Search Cars for Sale'. It includes a 'Location' section with 'Search within' (set to '10 Miles') and 'of ZIP code' (set to '92870'). A 'Condition' section has radio buttons for 'New', 'Used', and 'Certified', with a link to 'Learn more about certified pre-owned cars'. A 'Price' section has 'Minimum' and 'Maximum' dropdowns, both set to 'Any Price'. A 'Style' section features checkboxes and icons for 'Convertible', 'Sedan', 'Van/Minivan', 'Coupe', 'SUV/Crossover', 'Wagon', 'Hatchback', and 'Truck'. On the right side, there are two placeholder boxes for advertisements, one above the other, and a 'Next' button with a magnifying glass icon.



Autotrader.com's Advertising Specifications

Inventory Search - 300x175

Note: Standard Ad Solution

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2019
- Inventory Search 300x175 - 2019

Description

Educate shoppers on multiple makes and models by providing them with contextual messaging in a custom ad format.

Media Specifications

Pages	Search form
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional Third Party
Lead Time	10 business days
Ad serving details	<p>Custom Unit: 300 x 175 (Custom), Alternate Option: 300x250</p> <ul style="list-style-type: none">• Site Served <p>Alternatives – Static creative accepted in 300x175:</p> <ul style="list-style-type: none">• Third party served
Frequency capping details	<ul style="list-style-type: none"><input type="checkbox"/> For direct buys, frequency capping is <i>unavailable</i><input type="checkbox"/> Through programmatic buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types
HTML5 Guidelines	<p>Following are requirements for submitting HTML5 creative:</p> <ul style="list-style-type: none">• Ads must be live and fully functioning at time of submission• No JavaScript except for on Change events (No <SCRIPT> tags)• No nested TABLEs• Reference images locally and submit image fragments along with the HTML code• Do not include <HTML>, <META>, <HEAD>, <TITLE> or <BODY> tags• No divs (No <div> tags)• No cascading style sheets(CSS)• No flash fragments• The only acceptable FORM method is GET. Method=POST is not allowed• Image maps must be client-side• No "mailto" tags• Forms must have a unique name• The arrangement of the form and table tags should be as follows: <FORM><TABLE></TABLE></FORM>• Target URL may not exceed 200 characters• Use a color palette of 256 or less adaptive colors with flat, web-safe colors• Designer must test creative across all major browsers and versions prior to submission. At minimum, Firefox versions 3.5 and higher, Internet Explorer versions 6.0 and higher, and Safari 3.0 and higher must be tested.

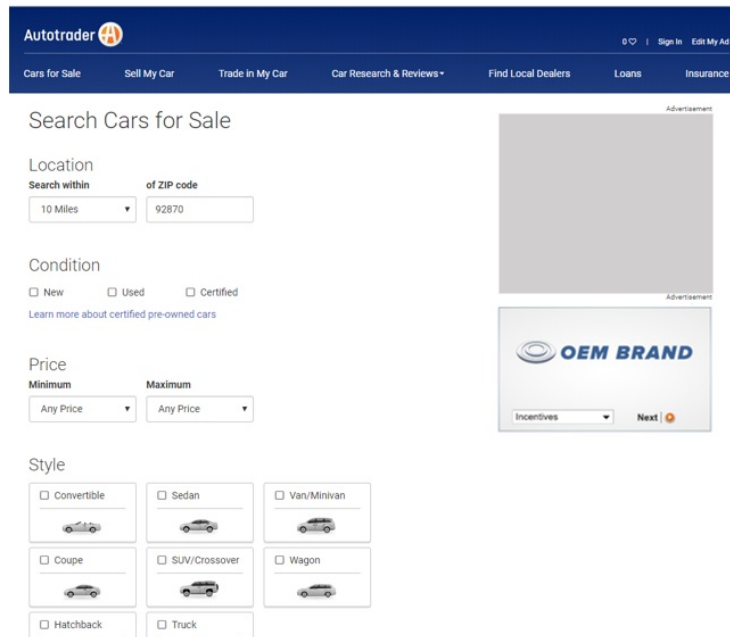
LEAN Guidelines

All Ads should adhere to LEAN Ad Standards as defined by [IAB 2017 New Standard Ad Unit Portfolio](#).

Additional details

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:

- 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

Inventory Search: 300 × 175

CUSTOM UNIT

- **Site Served**
- **Initial download file size:** 50kb
- **Max sub-load:** 100kb
- **Expansion NOT permitted**
- **Images: OEM Logo only**
 - Border required; No vehicle or other images permitted; Contextual look & feel
 - Any file format for the logo is fine (i.e. EPS, JPG, PSD, etc) as long as it has a transparent background or the logo can easily be removed from the background
- **Maximum number of text links:** 20
Recommended 5 text links maximum
- **Text link character limit:** 30

ALTERNATIVES

Static creative accepted in 300×175

- Third party served
- Maximum file size: 20k
- No animation; no expansion
- Adhere to submission guidelines

IAB 300×250 accepted

ASSETS REQUIRED

Custom Unit

- OEM Logo
- Impression and click tags

Alternative

- Third party tag

AUTOTRADER LEAN GUIDELINES

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Ad Operations

Ad Serving	Site-served Third Party
Lead Time	10 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

- 300x175

Deliverables

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