

Autotrader.com's Advertising Specifications

# Inventory Search - 300x250

**Note:** Standard Ad Solution



## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2019
- New Car Segment Sponsorship - 2019

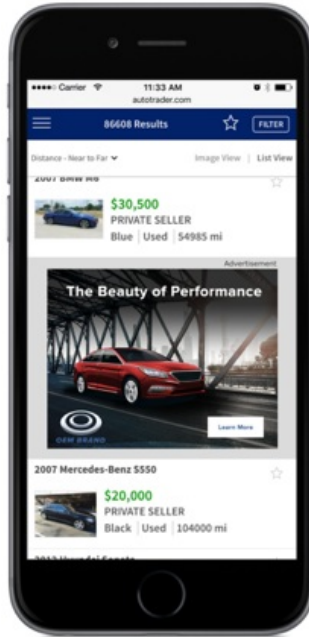
## Description

The Inventory Search ad placement provides advertising exposure in the highly trafficked search path, where in-market shoppers are searching for specific makes and models.

You can now drive home DMA and model level messaging before the shopper moves into their search results with the **300x250 Search Form ad**.

## Media Specifications

<b>Pages</b>	Search form
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	DMA National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	1 month
<b>Frequency Capping Details</b>	<input type="checkbox"/> For direct buys, frequency capping is <i>unavailable</i> <input type="checkbox"/> Through <b>programmatic</b> buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types
<b>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>



## Detailed Specifications

# Inventory Search 300x250

## General Guidelines

### Requirements

- Initial download file size: 150k
- Subload Max file size: 300K
- User Initiated Load Maximum file size: 200k
- Expansion permitted: Left
- Full Expanded WxH: 560 x 300
- Alt Image Max File Size: 150k

### Content & Messaging

- New, Used, or Certified

### Video Requirements

- Video Enabled: Available on click only
- 2.2MB max file size
- 30 seconds max length
- MP4 required; webm, ogg preferred
- Progressive download; true streaming preferred
- Start/Stop buttons required
- Audio Enabled: Available on click only
- Audio defaults to "off"
- 30 seconds Maximum length
- Animation: Animation limited 15 seconds

**Note:** Opportunities may exist to target regionally

# 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

- 300x250

### File Format

- High resolution png
- Individual creative png assets not required

## Deliverables

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