

Autotrader.com's Advertising Specifications

Inventory Search - 300x250

Note: Standard Ad Solution

Last updated: March 27, 2018



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Master OEM Ad Solutions Portfolio - 2019
- New Car Segment Sponsorship - 2019



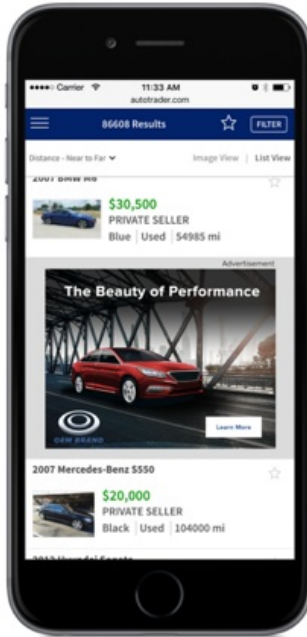
Description

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

Pages	Search form
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA National
Ad Serving	Third Party
Lead Time	1 month
Frequency Capping Details	<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
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



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

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

- 300x250

File Format

- High resolution png
- Individual creative png assets not required

Deliverables

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