

Autotrader.com's Advertising Specifications

# Leaderboard

**Note: Standard Ad Solution**

Last updated: January 29, 2019



## Related Solution(s)

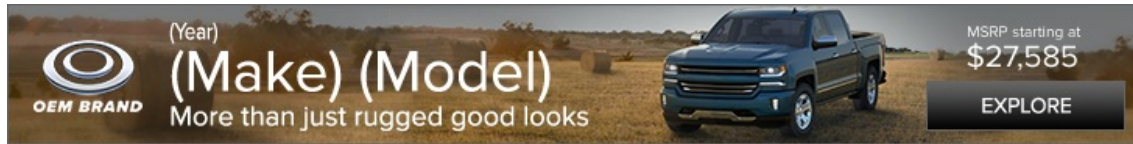
- CPO Retention/Conquest - 2020
- Sub-segment Targeting - 2020
- Personalized Shopper Profiles - 2020
- Master OEM Ad Solutions Portfolio - 2020
- Retention - 2020

# Description

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

## Media Specifications

<b>Pages</b>	Homepage Cars for Sale Homepage Search results
<b>Duration</b>	1 month 1 week (Wed-Tue)
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	DMA National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<b>Frequency capping details</b>	<ul style="list-style-type: none"><li>For direct buys, frequency capping is <i>unavailable</i></li><li>Through <b>programmatic</b> buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types</li></ul>
<b>HTML5 Guidelines</b>	<a href="#">HTML5 for Digital Advertising 2.0</a>
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Ad 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

# Leaderboard 728x90

### GENERAL GUIDELINES

- 728 x 90
- Initial load: 150KB max file size
- Subload: 300KB max file size
- Animation: 15 seconds max
- Polite load
- No transparent backgrounds

### Backup Image

- 728 x 90
- 40KB max file size
- JPG, GIF, and PNG

### CONTENT & MESSAGING

New, Used, or Certified

### VIDEO ENABLED

- Format: MP4, and WebM
- Host-Initiated Auto Play:
  - Max duration: 15 seconds
  - Max file size: 1.1MB
- User-Initiated Play:
  - Recommended duration: Unlimited
  - Max file size: 10MB
- File quality: Recommended 24 fps minimum

**Note:** Video must contain toggles to Play/Pause, Audio On/Off and include a progress bar. Audio is user-initiated; default state is muted. Video/animation/audio should cease once pause or stop has been clicked. All animation/audio should stop upon exit click.

### AUTOTRADER LEAN GUIDELINES

All Ads should adhere to LEAN Ad Standards as defined by [IAB New Ad 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:

### AUDIO ENABLED

- Available on click only
- Audio defaults to "off"
- Mute button required
- 30 seconds Maximum length
- Mp3

### ANIMATION

3 loops within 15 seconds

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

### Limit your file to one of each of the following:

- 1 HTML file
- 1 Javascript file
- 1 CSS file



- Use lightweight file loads during initial load of the page
- Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load
- Use subload 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

## Mobile Banner 320 x 50

### Summary

**Initial download file size**

50kb

**Max sub-load**

100kb

**Acceptable formats**

GIF, JPG, PNG

**No expansion allowed**

**No animation allowed**

Note: Ad unit content must be clearly distinguishable from normal web-page content

# 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

- 728x90

## Deliverables

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