



Autotrader.com's Advertising Specifications

Leaderboard - Inline

Note: Standard Ad Solution



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2019

Description

The Find-Your-Car ad placements provide advertising exposure in the highly trafficked search path, where in-market shoppers are viewing inventory of specific makes and models. It gives advertisers the opportunity to showcase specific models and influence consideration within search results across all devices.

Media Specifications

Pages	Search results
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA IP-targeting National
Ad Serving	Third Party
Lead Time	5 business days
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 2017 New Standard Ad Unit 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

728x90 (Leaderboard – Inline)

GENERAL GUIDELINES

- 728 x 90
- No transparent backgrounds

Advertiser

Tier 1; Tier 2; Certified

Maximum file size

- Initial load max file size: 150K
- Subload max file size: 300K
- User-initiated load max file size: 200K
- Alt Image Max File Size: 100k

Text Links

Text Links: 0-3 links; max 25 characters

Content & Messaging

New, Used, or Certified

Video Enabled

Available on Click Only

Audio Enabled

- Available on Click Only
- Audio Defaults to “off”
- 30 Seconds Maximum Length

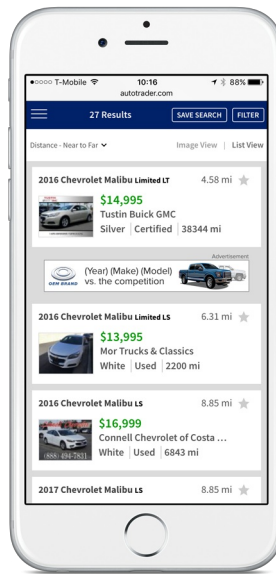
Animation

Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled

See Guidelines

Note: Opportunities may exist to target regionally



Detailed Specifications

320×50 (Mobile Breakpoints)

General Guidelines

- No expansion allowed
- No animation allowed
- Max initial load size – 50kb
- Subload max file size – 100k
- Acceptable formats: GIF, JPG, PNG
- Ad unit content must be clearly distinguishable from normal webpage content

Video enabled: no

Audio enabled: no

Animation: no

Rich Media: no

Ad Operations

Ad Serving	Third Party
Lead Time	5 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- 728x90

Deliverables

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