



Autotrader.com's Advertising Specifications

# Leaderboard - Inline

**Note: Standard Ad Solution**

Last updated: January 29, 2019



## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- 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

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

## 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

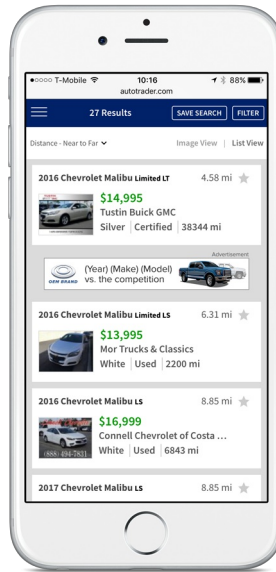
### Animation

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

<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag

## Creative

### Dimensions

- 728x90

## Deliverables

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