

Trucks

Near Placentia, CA [Change](#)

Trucks offer a cab and a bed for hauling goods. Trucks range from job-ready work vehicles to high-end luxury models with upscale features.

[Find All Truck Models](#)



Modify Results

CONDITION

New

Used

Certified

MAKE

Cadillac

Chevrolet

Dodge

Ford

GMC

Honda

HUMMER

Nissan

RAM

Toyota

[Choose more »](#)

YEAR

MINIMUM YEAR

1981

MAXIMUM YEAR

2019

[See Results](#)

PRICE

MINIMUM PRICE

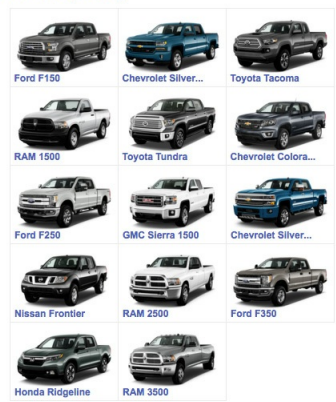
Any Price

MAXIMUM PRICE

Any Price

[See Results](#)

Most Searched Truck Models



Search Trucks by Brand

- | | | | |
|-----------|--------|------------|------------|
| Cadillac | GMC | Lincoln | RAM |
| Chevrolet | Honda | Mazda | Subaru |
| Datsun | HUMMER | Mitsubishi | Suzuki |
| Dodge | Isuzu | Nissan | Toyota |
| Ford | Jeep | Plymouth | Volkswagen |

Articles & Reviews

- Review** **2018 GMC Sierra 1500: New Car Review**
 Though an all-new truck is on the way, the 2018 GMC Sierra 1500 remains an appealing and competitive full-size pickup.
- Review** **2018 GMC Canyon: New Car Review**
 Think of the 2018 GMC Canyon as a junior full-size truck, mimicking the look and driving experience but with a more manageable size.
- Review** **2018 Toyota Tundra: New Car Review**



Autotrader.com's Advertising Specifications

Medium Rectangle - 300x250

Note: Standard Ad Solution



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- Certified Pre-Owned (CPO) Segment Sponsorship - 2019
- Retention Package - 2019
- Premium Audience/Contextual Bundle - 2019
- New Car Segment Sponsorship - 2018

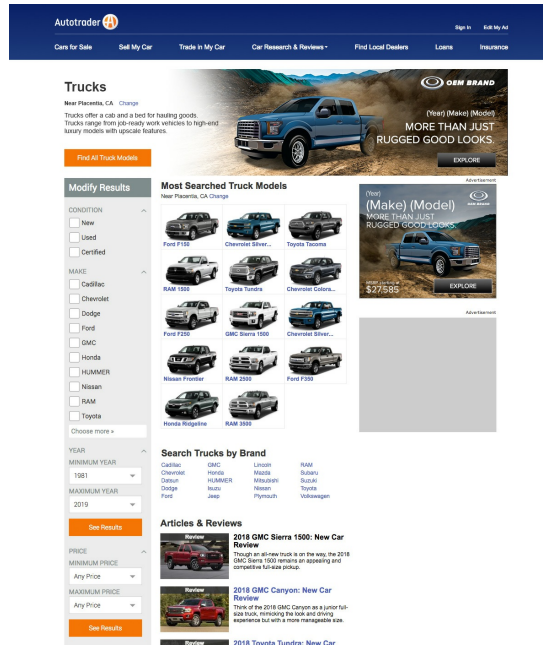
Description

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 300×250 Search Form ad.

Media Specifications

Pages	Homepage Search results
Duration	1 month 1 week (Wed-Tue)
Share of Voice	Sponsorship, Exclusive: 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA National
Ad Serving	Third Party
Lead Time	5 business days
Frequency capping details	<ul style="list-style-type: none">• For direct buys, frequency capping is <i>unavailable</i>• 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

HTML5 Medium Rectangle 300x250

GENERAL GUIDELINES

- Initial download file size: 150kb
- Max sub-load: 300kb
- User-Initiated Maximum file size: 200kb
- Alt Image Max File Size: 40k

CONTENT & MESSAGING

New, Used, or Certified

VIDEO ENABLED

- Available on click only
- 2.2MB max file size
- 30 seconds maximum length
- MP4 – required; webm, ogg – preferred
- Progressive download; True streaming – preferred
- Stop & Start buttons required

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

Ad Operations

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

Creative

Dimensions

- 300x250

Deliverables

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