



Autotrader.com's Advertising Specifications

Medium Rectangle - 300x250

Note: Standard Ad Solution

Last updated: December 2, 2019



Related Solution(s)

- Sub-segment Targeting - 2020
- Personalized Shopper Profiles - 2020
- Master OEM Ad Solutions Portfolio - 2020
- Audience Targeting - 2020
- Filmstrip or Medium Rectangle

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 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



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

- MP4 – required; webm, ogg – preferred
- Progressive download; True streaming – preferred
- Stop & Start buttons required

Host Initiated Video Auto Play

- Max duration: 15 seconds.
- Max File size: 1.1 Mb.
- File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used. 15 seconds is currently the predominant video length for video ads. However, shorter-form videos (6-8 second range) are showing promising results – especially on mobile.

User Initiated Video Play

- Recommended duration: unlimited
- File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used.

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