

Autotrader.com's Advertising Specifications

Mobile 320x50

Note: Mobile Standard MMA

Last updated: May 2, 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

Targeted placement on the homepage, search results and vehicle details pages with a canvas for advertiser messaging.

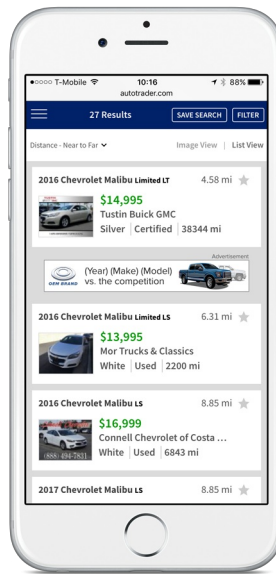
Media Specifications

Pages	Homepage 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
AUTOTRADER LEAN GUIDELINES	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio, which can be viewed here.</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 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
Frequency Capping Details	<ul style="list-style-type: none"><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

HTML5 Guidelines

Following are requirements for submitting HTML5 creative:

- Ads must be live and fully functioning at time of submission
- No JavaScript except for on Change events (No <SCRIPT> tags)
- No nested TABLEs
- Reference images locally and submit image fragments along with the HTML code
- Do not include <HTML>, <META>, <HEAD>, <TITLE> or <BODY> tags
- No divs (No <div> tags)
- No cascading style sheets(CSS)
- No flash fragments
- The only acceptable FORM method is GET. Method=POST is not allowed
- Image maps must be client-side
- No "mailto" tags
- Forms must have a unique name
- The arrangement of the form and table tags should be as follows: <FORM><TABLE></TABLE></FORM>
- Target URL may not exceed 200 characters
- Use a color palette of 256 or less adaptive colors with flat, web-safe colors
- Designer must test creative across all major browsers and versions prior to submission. At minimum, Firefox versions 3.5 and higher, Internet Explorer versions 6.0 and higher, and Safari 3.0 and higher must be tested.



Detailed Specifications

Mobile Banner 320 x 50

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

Ad Serving	Third Party
Lead Time	5 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	<i>Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found here.</i>

Creative

Dimensions

- 320x50

Deliverables

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