

MOMENTUM

HOMEPAGE

- Expanded Desktop Hero with optional overlay panel that supports 4 images or videos
- Pre-populated search links
- Optimized IAB placement
- Top locked article in Homepage Car News & Reviews

ADVANCED SEARCH FORM

- Make / Model links & logo
- 300x600

AUDIENCE PREMIUM

- New Car or
- New Car Adjacent

New and Main Car Research

- Sponsor branding in Hero
- Top article featuring sponsor vehicle
- Top logo in "Research by Make"
- 300x250

PROMOTED CONTENT - OFFSITE

- New Car or
- New Car Adjacent

SRP

- Premium Leaderboard / Listing Liners
- Premium Spotlight / Spotlights

COX AUTOMOTIVE™



Autotrader.com's Advertising Specifications

Momentum

Note: Custom Ad Solution



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- Momentum - 2019
- Master OEM Ad Solutions Portfolio - 2019
- Momentum - 2018



Description

Awareness / consideration for in-market shoppers that drives engagement with the sponsor's vehicle on Autotrader.

Momentum includes –

- Homepage Hero with optional overlay panels + Pre-populated Search Links for shoppers new to Autotrader
- Optimized Homepage IAB placement (728x90)
- Main & New Car Research Takeover
- Mobile App Home Screen & Make / Model Filters
- Audience Premium: Pick One Target, Depending on Goals of Campaign
 - Enhanced Audience Targeting – New Car Shoppers
 - Enhanced Audience Targeting – New Car Shoppers + Adjacent

Top locked article on Homepage Car News & Reviews section & offsite promoted content (for month)

Advanced Search Form Make / Model Links

Target Undecided Shoppers on the Advanced Search Form (300x600) and SRP (Premium Leaderboard / Listing Liner & Premium Spotlight / Spotlight)

UPGRADES:

- New Car Education Enhancement, includes Promoted Content (for the month)
- Facebook Audience Extension
- Premium Audience Offsite

Media Specifications

Pages	Homepage Car Research New Car Landing Page Car Research Browse Landing Page Search results Search form
Duration	1 week minimum 1 month (homepage locked article and promoted content)
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Third Party, Site-served, agency tracking tags optional Site-served, agency tracking tags optional
Lead Time	Requires custom schedule



LEAN Guidelines

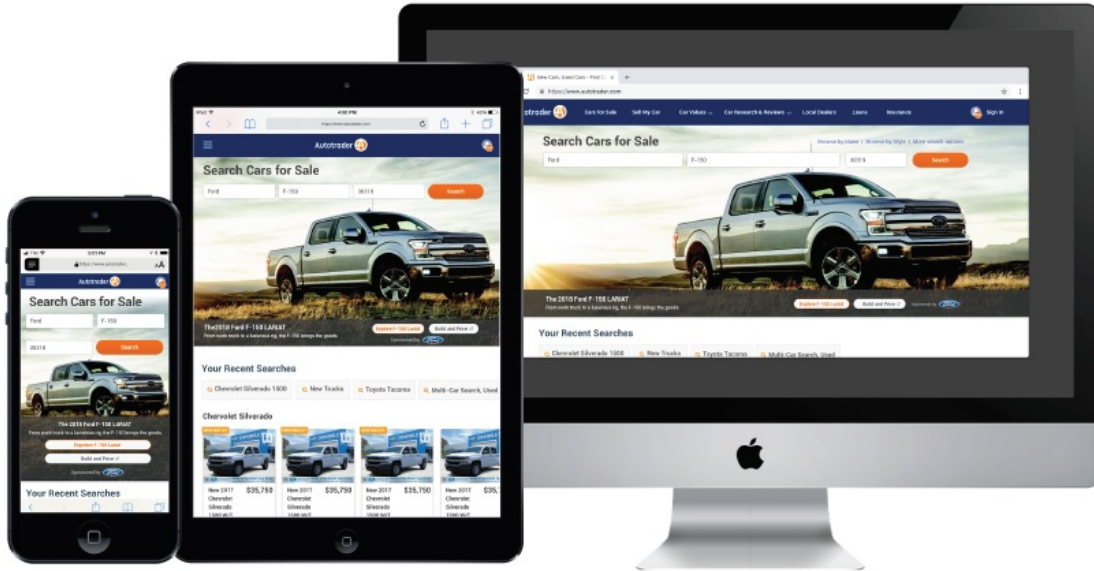
All Ads should adhere to LEAN Ad Standards as defined by [IAB 2017 New Standard Ad Unit Portfolio](#).

Product approval required for all custom ads not built by Autotrader.

Additional details

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:

- 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



Responsive Image Frame: Product 1

Requirements Details

Image Requirement

Content of image must display and focus on an automotive vehicle. Image must be lifestyle in nature. NO studio shots on white backgrounds.

Image Asset (Final Crop)

Breakpoint #1

- 1300px width, 475px height
- 1030px width, 275px height (safe area)

Breakpoint #2

- 1024px width, 475px height
- 825px width, 275px height (safe area)

Breakpoint #3

- 768px width, 475px height
- 725px width, 250px height (safe area)

Breakpoint #4

- 480px width, 475px height
- 360px width, 135px height (safe area)

Image Weights

Initial Load Max (k-weight)

1300px 130k



1024px 130k
768px 130k
480px 50k





Detailed Specifications

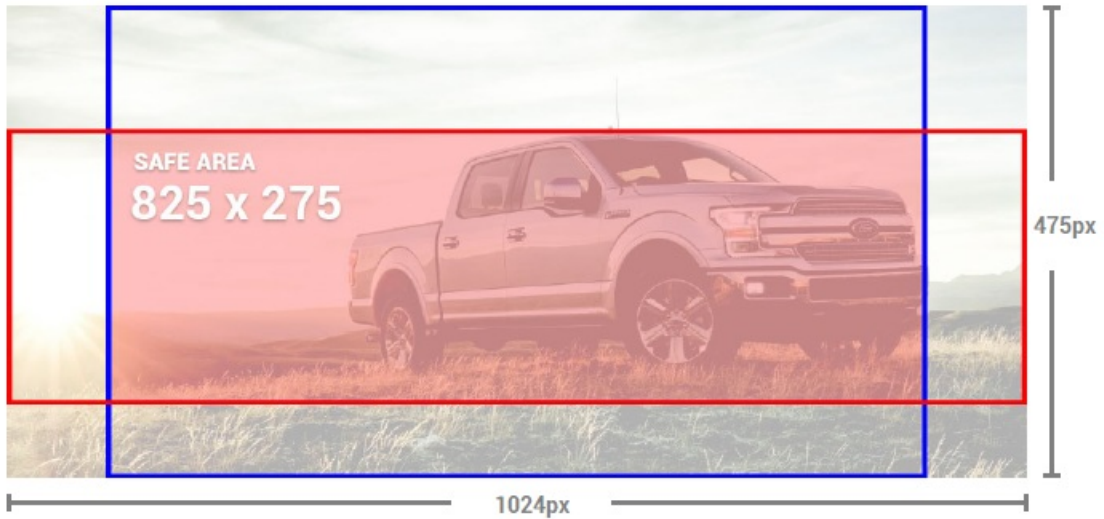
Responsive Image Frame: Product 1

Image Asset Size

Breakpoint #1

Ideal Image Size & Safe Area 1030x275

We recommend supplying a larger resolution image to allow for any necessary edits



Detailed Specifications

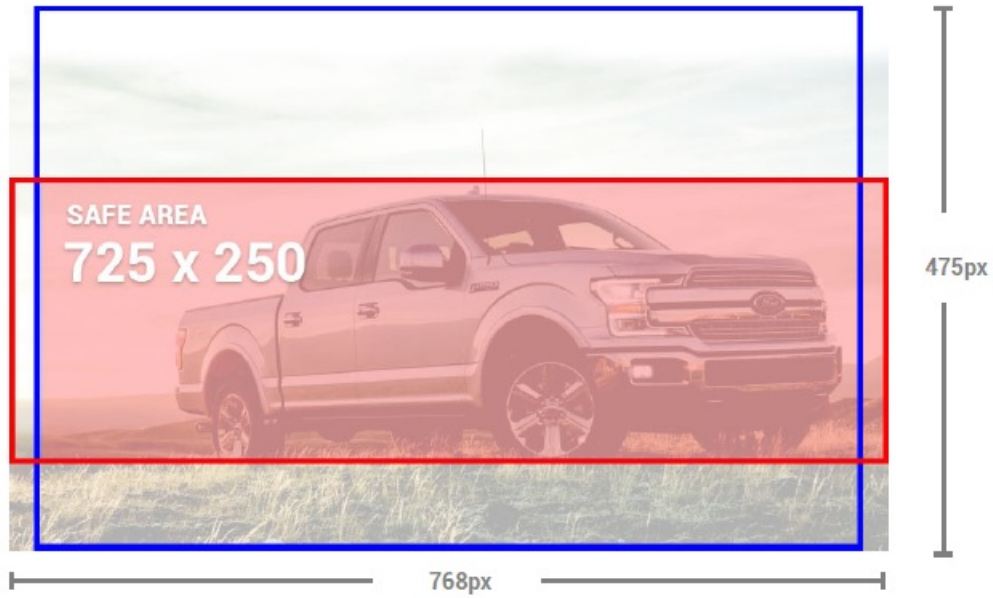
Responsive Image Frame: Desktop

Image Size & Safe Area

Breakpoint #2

Ideal Image Size & Safe Area

We recommend supplying a larger resolution image to allow for any necessary edits



Detailed Specifications

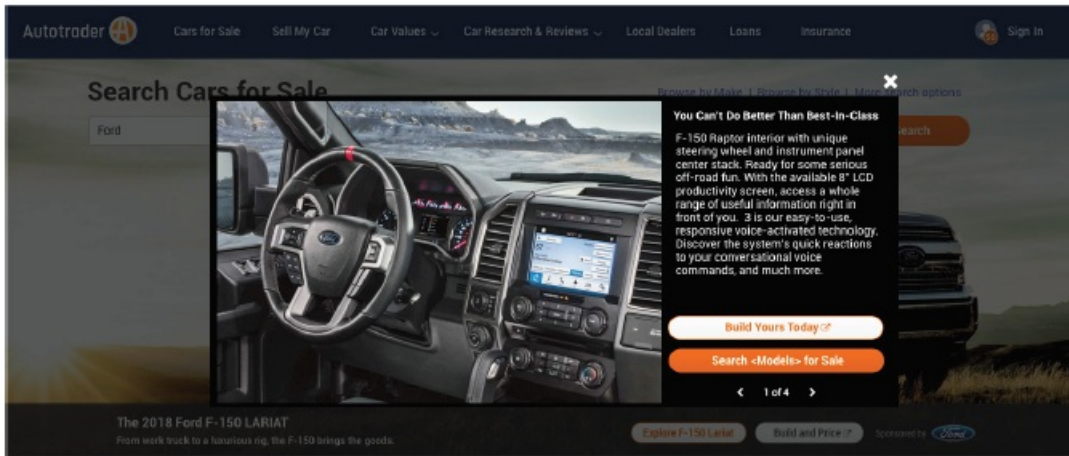
Responsive Image Frame (Tablet)

Image Size & Safe Area

Breakpoint #3

Ideal Image Size & Safe Area

- We recommend supplying a larger resolution image to allow for any necessary edits



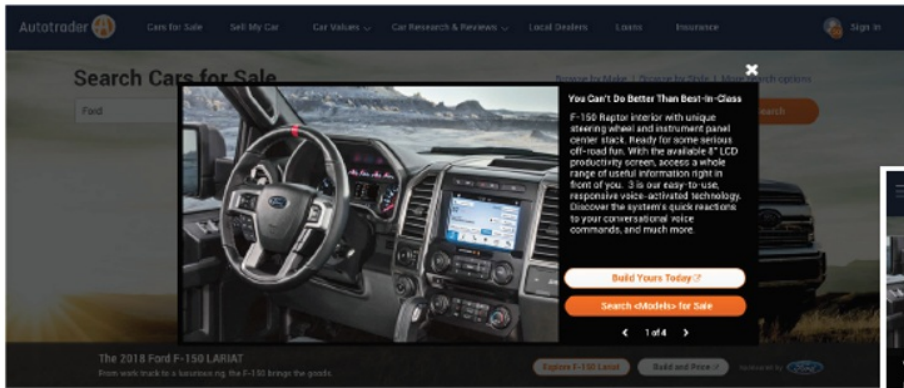
Detailed Specifications

Responsive Image Frame: Product 1

Overlay Panels Details

Overlay panels triggered by one of two calls to action

- 25 character limit for headline
- 320 character limit for body copy
- 2 calls to action (one internal and one external)
- 30 character limit for calls to action
- Maximum of 4 images or videos featured in carousel which can have separate headlines and body copy if desired, but 2 global calls to action



Detailed Specifications

OVERLAY PANELS

Overlay Panel Specs

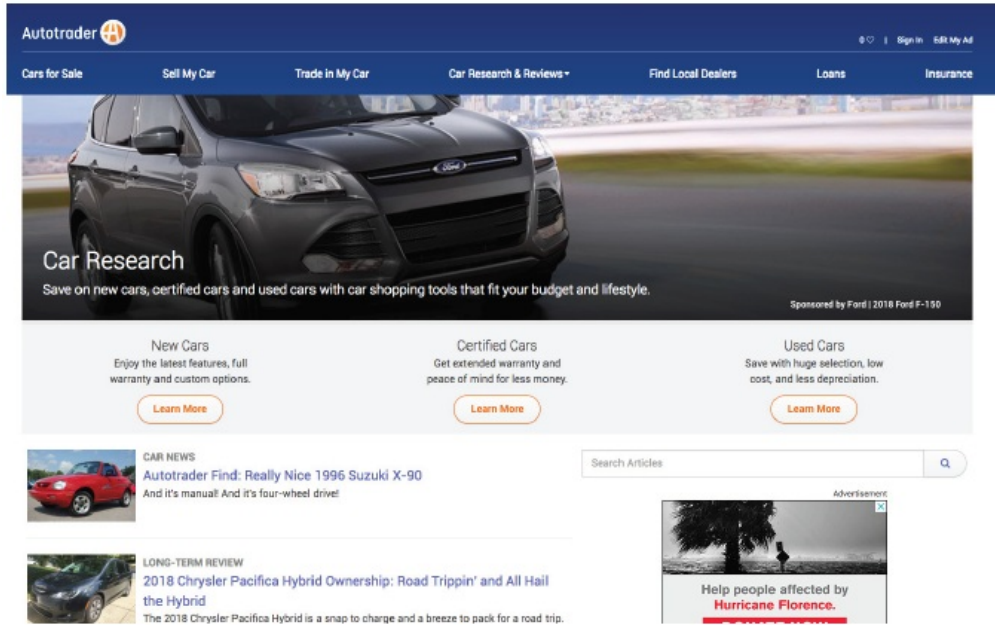
- 25 character limit for headline
- 320 character limit for body copy
- 2 CTAs (one internal and one external)
- 30 character limit for CTAs
- Maximum of 4 images or videos featured in carousel, which can have separate headlines and body copy if desired, but 2 global CTAs

Detailed Specifications

Responsive Image Frame

Sponsorship Lockup: Product 1

- Option of clickable buttons (internal and external link)
- Total character limit of 75 for all links/copy
- Logo height not to exceed 40px. Width can vary. Horizontal logo with transparent background is preferred. Logo links to OEM's website on desktop and mobile devices.
- Panel background color and font color are not customizable



Detailed Specifications

HTML Car Research Pages

Car Research Pages Details

Image Asset

Jpeg width - 1024px, height - 682px

Container Alignment width - 100%, Centered

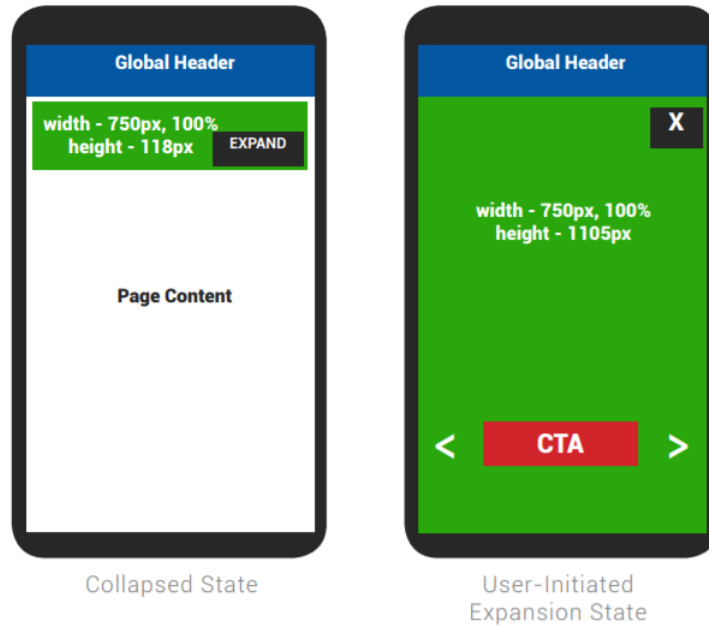
Image Requirement

Content of image must display and focus on an automotive vehicle. Image must be lifestyle in nature. NO studio shots on white backgrounds. NO copy should be present on the image.

Responsive Breakpoints

- Height - Desktop 300px, locked
- Break Point #1 1300px width - Max Size
- Break Point #2 1024px width
- Break Point #3 768px width
- Height - Mobile 138px, locked
- Break Point #4 - Mobile 375px

Note: Sponsorship label includes one external link



Detailed Specifications

Mobile App Homepage

Mobile App Homepage Details

Collapsed Pixel Dimensions: width – 750px, (100%) height – 118px

User-Initiated Expansion: width – 750px (100%), height – 1105px (iPhone6)

Rich Media: Yes

Fallback image file size: 40K

Landscape mode not supported

HTML5

Initial Load Max File Size (Collapsed): 15K

Initial Load File Type: GIF, JPG, or PNG

User-Initiated Load Max File Size (User-Initiated Expansion): 100K

User-Initiated Load File Type: GIF, JPG, or PNG

Animation (CSS/JS): Static

Animation Exceptions: UI transitions

Expansion: Yes

Expand Direction: Down

Tag Types Allowed: 1×1

Font Usage

Max Custom Fonts: 1

Fonts Must Be Subsetted

User Initiated Video/Audio

Max File Size: 2.2MB

Max Video Length: 30secs

Video File Type: MP4

Audio File Type: MP3

Guidelines

- Sizes based off of iPhone 6 Plus. Images will be downsampled to appropriate sizes.
- Collapsed State
 - main action is to expand experience
 - no animation
- User-Initiated Expansion
 - must have clear close action

Collapsed State

- Expand button needed
- Copy of button can be changed

User-Initiated Expansion State

- Close button returns to Collapsed State
- Animation/video acceptable (Product 1)
- Content of both desktop templates are applied as gallery swipe interactions
- Offsite button or link acceptable

Ad Operations

Ad Serving	Site-served Third Party
Lead Time	8 weeks
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

- 1300x580
- 728x90
- 320x50
- 727x200
- 305x435
- 300x250
- 300x600