

Autotrader.com's Advertising Specifications

# Momentum

**Note: Custom Ad Solution**

Last updated: November 9, 2019



## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Momentum - 2019
- Master OEM Ad Solutions Portfolio - 2019

# 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 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 Search Results Page (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

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



## LEAN Guidelines

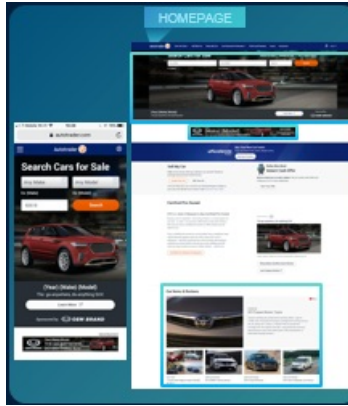
All Ads should adhere to LEAN Ad Standards as defined by [IAB New Ad Portfolio](#).

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, 580px height
- 360px width, 135px height (safe area)

### Image Weights

#### Initial Load Max (k-weight)

1300px	130k
1024px	130k
768px	130k
480px	50k



## Detailed Specifications



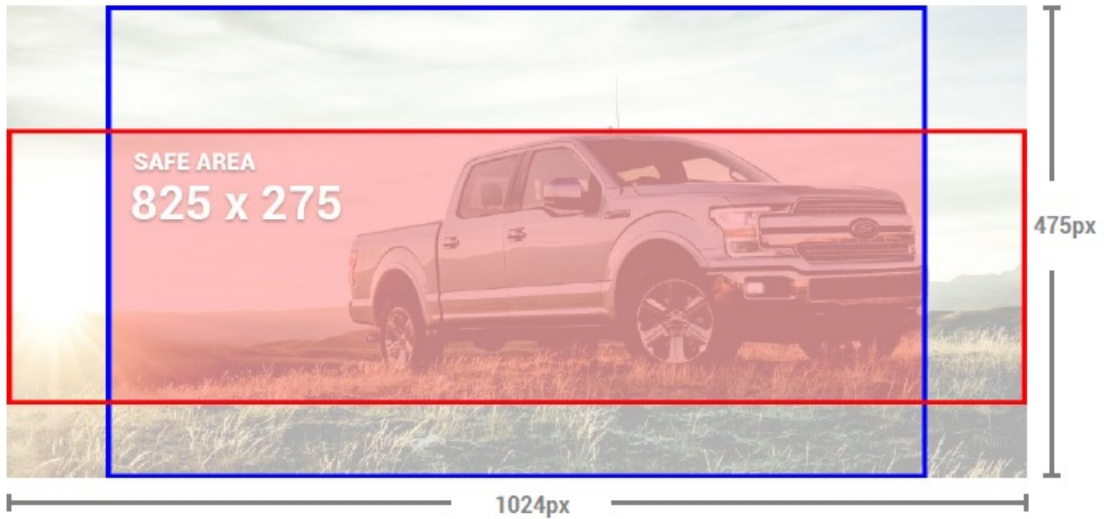
# Responsive Image Frame: Product 1

## 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

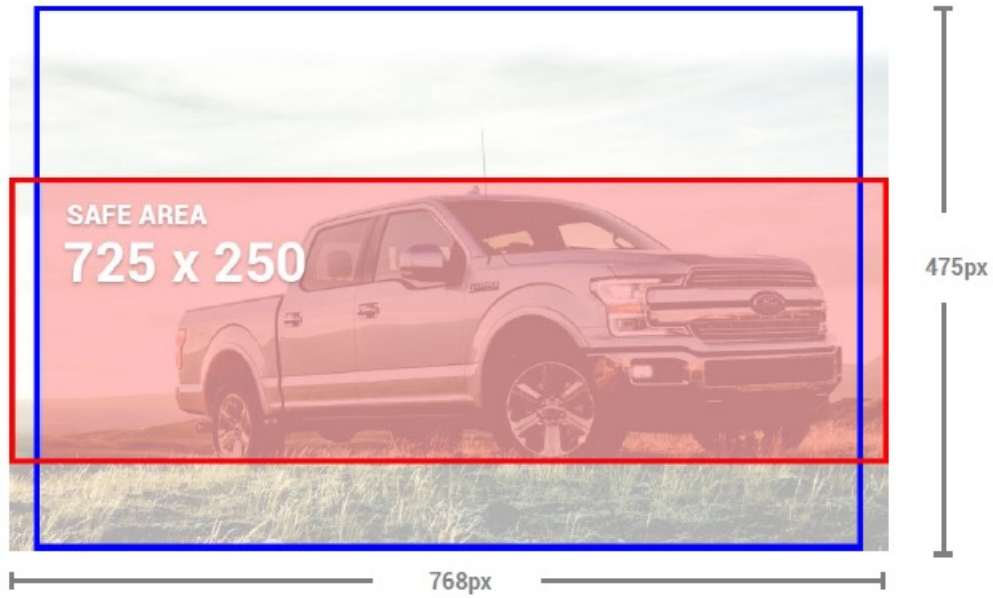
## Responsive Image Frame: Desktop

### 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 (MOBILE)

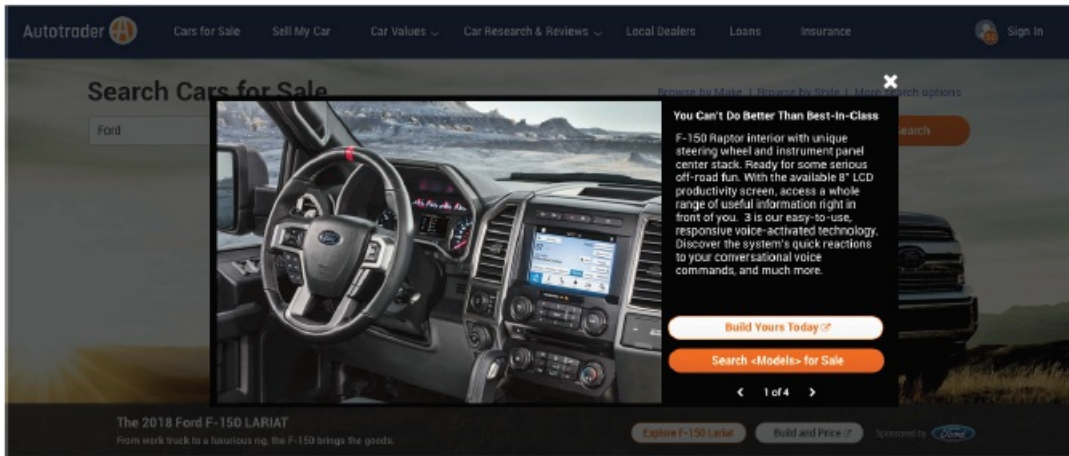
### Breakpoint #4

#### Breakpoint #4

Ideal Image Size & Safe Area

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



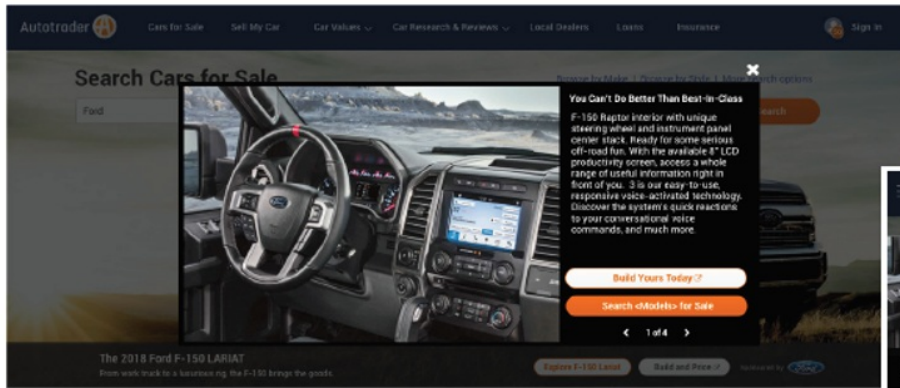


Detailed Specifications

# Responsive Image Frame: Product 1

## Overlay Panels Details

Overlay panels triggered by one of two calls to action



## Detailed Specifications

# OVERLAY PANELS

## Overlay Panel Specs

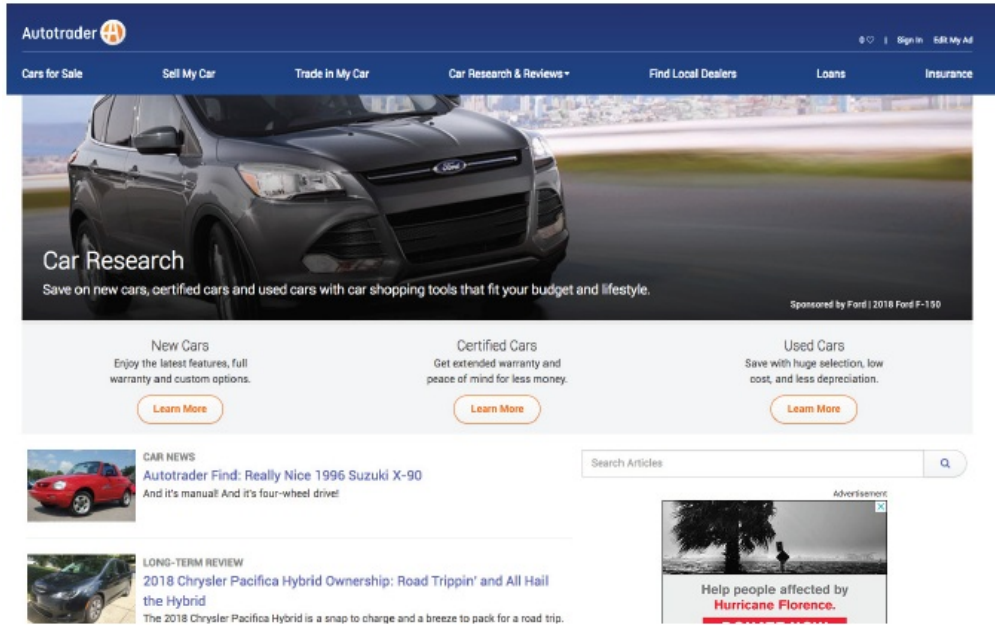
- 25 character limit for headline
- 320 character limit for body copy
- 2 CTAs (one internal and one external)
- 30 character limit for CTAs
- Maximum of 4 images or videos featured in carousel, which can have separate headlines and body copy if desired, but 2 global CTAs

## 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

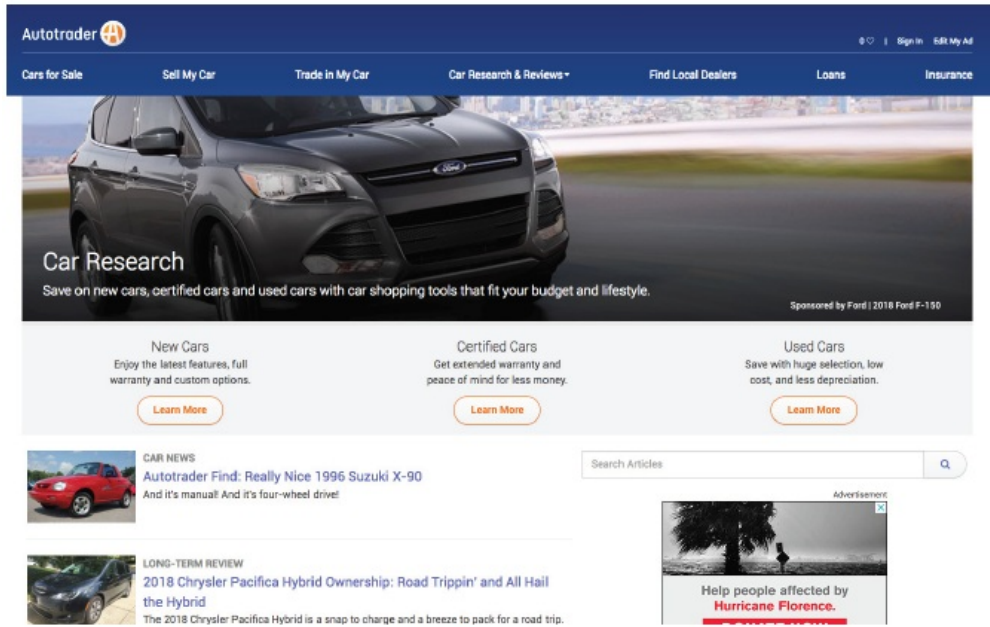
### Image Requirement

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

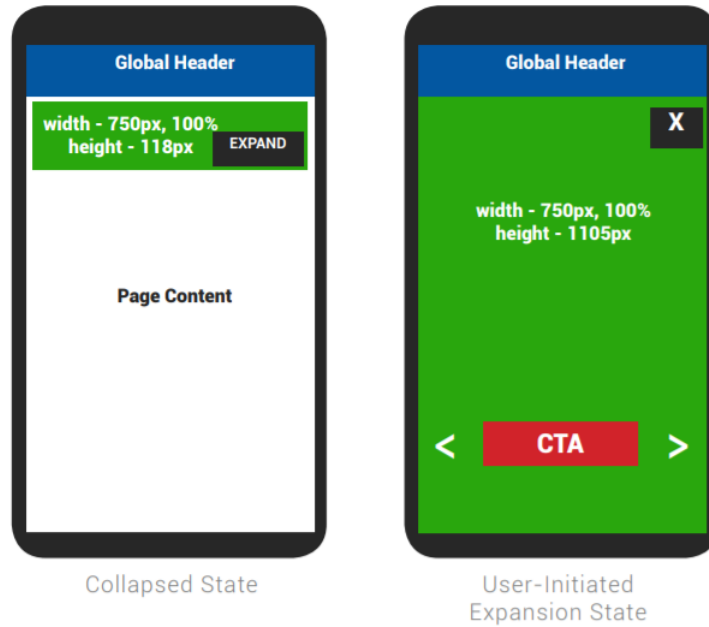


Detailed Specifications

# CAR RESEARCH PAGES

## CAR RESEARCH PAGES

- 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

<b>Ad Serving</b>	Site-served Third Party
<b>Lead Time</b>	8 weeks
<b>Additional Notes</b>	<i>Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found <a href="#">here</a>.</i>

## Creative

### Dimensions

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