



Autotrader  0 | Sign In | Edit My Ad

Cars for Sale | Sell My Car | Trade in My Car | Car Research & Reviews | Find Local Dealers | Loans | Insurance

Search Cars for Sale Browse by Make | Browse by Style | More search options

Any Make Any Model 92618

By OEM Brand Ex: Apex 100

(Year) (Make) (Model) | Learn more [↗](#) Sponsored by  OEM BRAND

Sell My Car
Make more money when you sell your car yourself. Choose a package and price that works for you.

Value My Car
Find out what your car is worth to an individual buyer or dealer in your area and decide how to sell or trade.

Want to trade your car with a dealer? Get an Instant Cash Offer and trade in or sell your car at a local dealership. [Trade my car](#)

Sponsored By  **OEM BRAND**
OWNED PROGRAM

BUY SMART. OWN CONFIDENCE.

- ✓ 7-year/100,000-mile Limited Warranty
- ✓ 7-year/100,000 Roadside Assistance benefits
- ✓ 167-point Comprehensive Vehicle Inspection
- ✓ CARFAX® Vehicle History Report™

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Advertisement

THE OEM SUMMER SALES EVENT

Choose from this season's finest collection



Autotrader.com's Advertising Specifications

New Car Education Sponsorship

Note: Custom Ad Solution



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- New Car Education Sponsorship- 2019
- Master OEM Ad Solutions Portfolio - 2019

Description

Opportunity to raise awareness and educate in-market shoppers about sponsored vehicle, leveraging Autotrader's New Car News and Reviews Homepage section.

New Car Education Sponsorship includes:

- Homepage: Promoted Article – top locked article within Car News & Reviews Section
- Car Research Browse Landing Page
 - Research Hero
 - Medium Rectangle
 - Locked Article
 - Make Logo
- Car Research New Car Landing Page
 - Research Hero
 - Medium Rectangle
 - Locked Article
 - Make Logo
- Promoted Content – Off-Site (New Car Audience)
- Optional: Premium Audience Booster – Audience Premium Onsite and/or Offsite

Media Specifications

Pages	Car Research Browse Landing Page Car Research New Car Landing Page Homepage Offsite
Duration	1 month
Share of Voice	Sponsorship, Exclusive: 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Third Party, Site-served, agency tracking tags optional
Lead Time	8 weeks
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



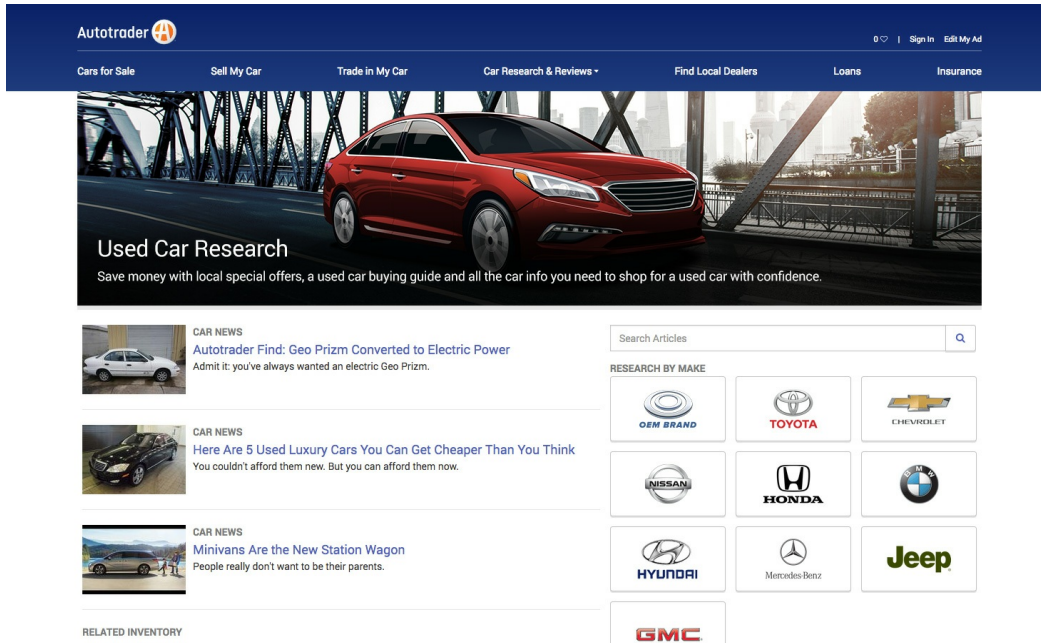
LEAN Guidelines

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

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

HTML CAR RESEARCH PAGES

Image Asset

- **Jpeg width** – 1024px, height – 682px
- **Container Alignment width** – 100%, Centered

Note: Sponsorship label includes one external link

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

Ad Operations

Ad Serving	Site-served Third Party
Lead Time	1 month
Tracking	Impression tracking tag Click tracking tag
Additional Notes	<p><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></p> <p>Homepage</p> <ul style="list-style-type: none">• Placement: Top locked article in Car News & Reviews section• Exclusive/Standard: Standard when Momentum is sold; Exclusive when Momentum is not sold• Duration: 1 month <p>Main & New Car Research Landing Page</p> <ul style="list-style-type: none">• Placement: Hero, MREC, Locked Article, Make Logo• Exclusive/Standard: Standard when Momentum is sold; Exclusive when Momentum is not sold• Duration: 1 month <p>Promoted Content (New Car Audience)</p> <ul style="list-style-type: none">• Placement: Offsite <p>Audience Premium Onsite and/or Offsite (Upgrade)</p> <ul style="list-style-type: none">• Placement: Various• Exclusive/Standard: Standard

Creative

Dimensions

Deliverables

- click tag
- impression tag
- logo image
- vehicle image
- Backup Image
- Tracking tags for site-serving