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Any Make  Any Model  92618

By OEM Brand Ex: Apex 100

(Year) (Make) (Model) | [Learn more](#)

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**Sell My Car**

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

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](#)

**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.

Sponsored By  **OEM BRAND**

**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

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Autotrader.com's Advertising Specifications

# New Car Education Sponsorship

**Note: Custom Ad Solution**



## Related Solution(s)

- 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

<b>Pages</b>	Car Research Browse Landing Page Car Research New Car Landing Page Homepage Offsite
<b>Duration</b>	1 month
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party, Site-served, agency tracking tags optional
<b>Lead Time</b>	8 weeks
<b>Frequency capping details</b>	<ul style="list-style-type: none"><li>• For direct buys, frequency capping is <i>unavailable</i></li><li>• Through <b>programmatic</b> buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types</li></ul>



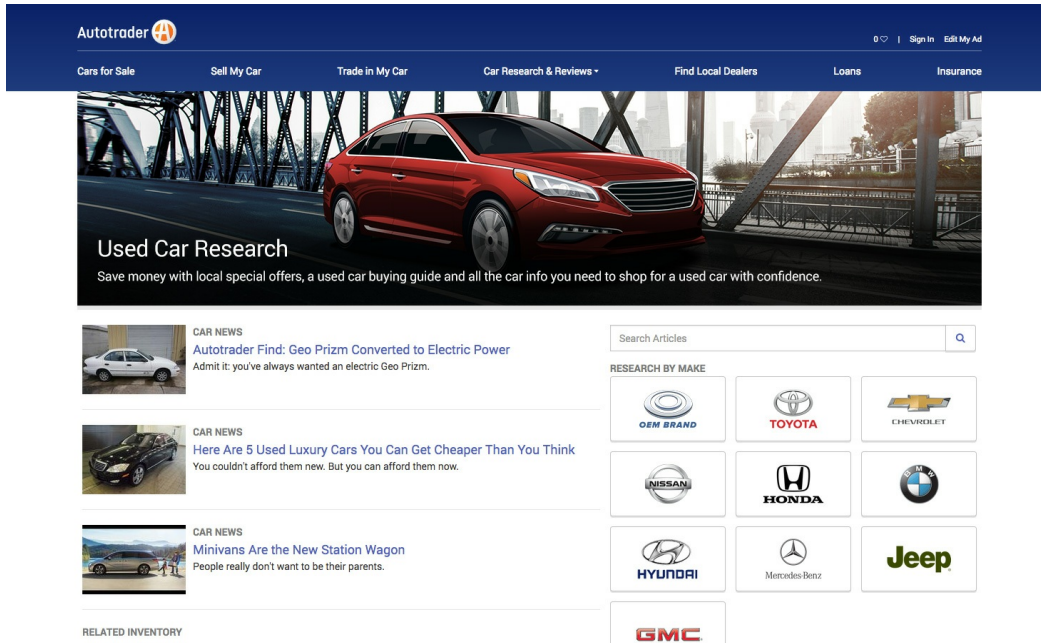
## LEAN Guidelines

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

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

## Creative

### Dimensions

## Deliverables

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

