


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 

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™

[See program details](#)

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)

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



Autotrader.com Advertising Specifications

| New Car Education

Sponsorship

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



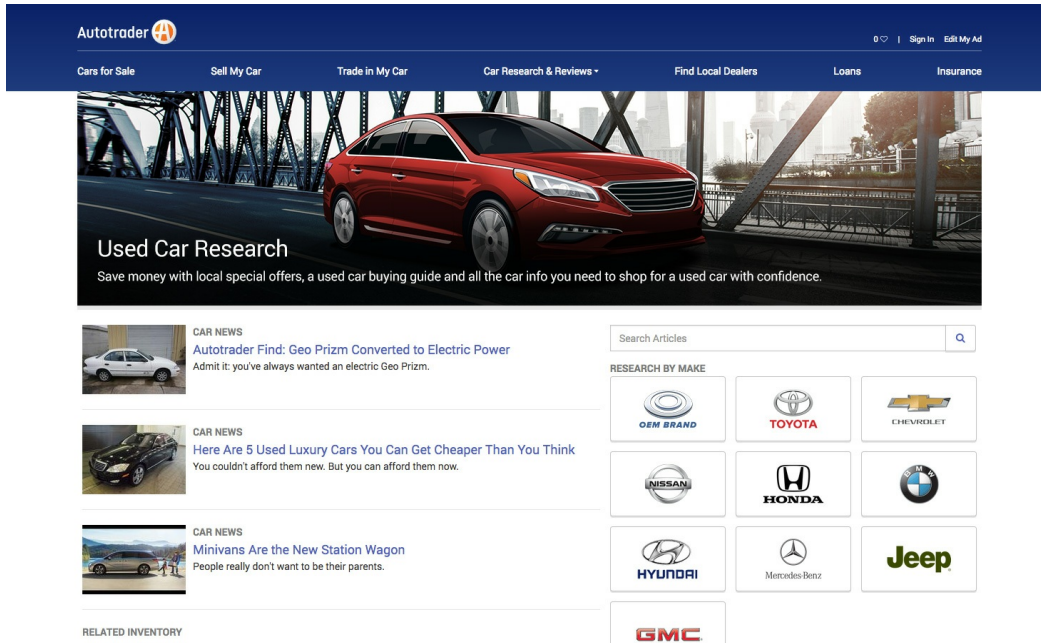
LEAN Guidelines

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