

Autotrader.com's Advertising Specifications

New Car Education Sponsorship

Note: Custom Ad Solution

Last updated: November 13, 2019



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- 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
- New Car Landing Page
 - Research Hero
 - Vehicle Jelly Bean
 - Medium Rectangle
 - Locked Article
 - Make Logo
- Car Research & Information 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 New Car Landing Page Homepage Offsite Car Research & Information Landing Page
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



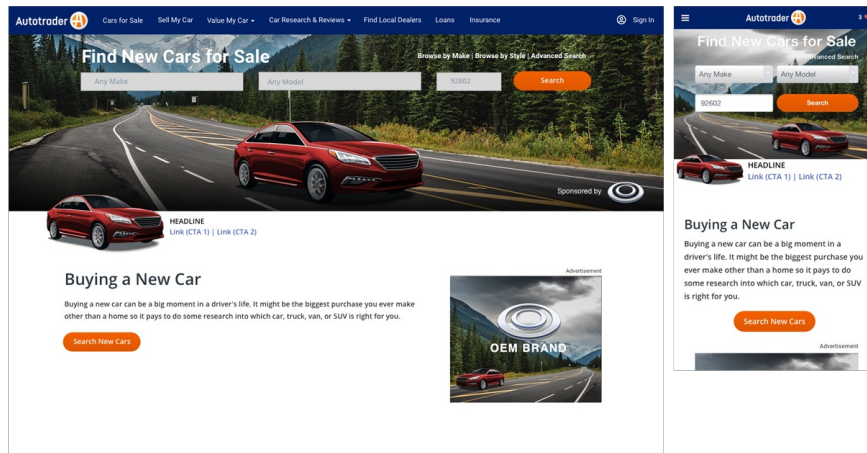
LEAN Guidelines

All Ads should adhere to LEAN Ad Standards as defined by [IAB New Ad 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

NEW CAR LANDING PAGE

Image Asset

- Please provide a high-resolution image (at least 1300x475) with enough vehicle padding to allow noted safe zones at all breakpoints.
- Client can also provide breakpoints pre-cropped.
- 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.

Customization is not allowed for the “Search Now” text link. Also, Learn More is static to avoid wrapping issues.

Responsive Breakpoints

- Break Point #1 1300x475px
- Break Point #2 1024x475px
- Break Point #3 768px475px
- Break Point #4 480x475px

Requirements Adherence Tips

Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found [here](#).

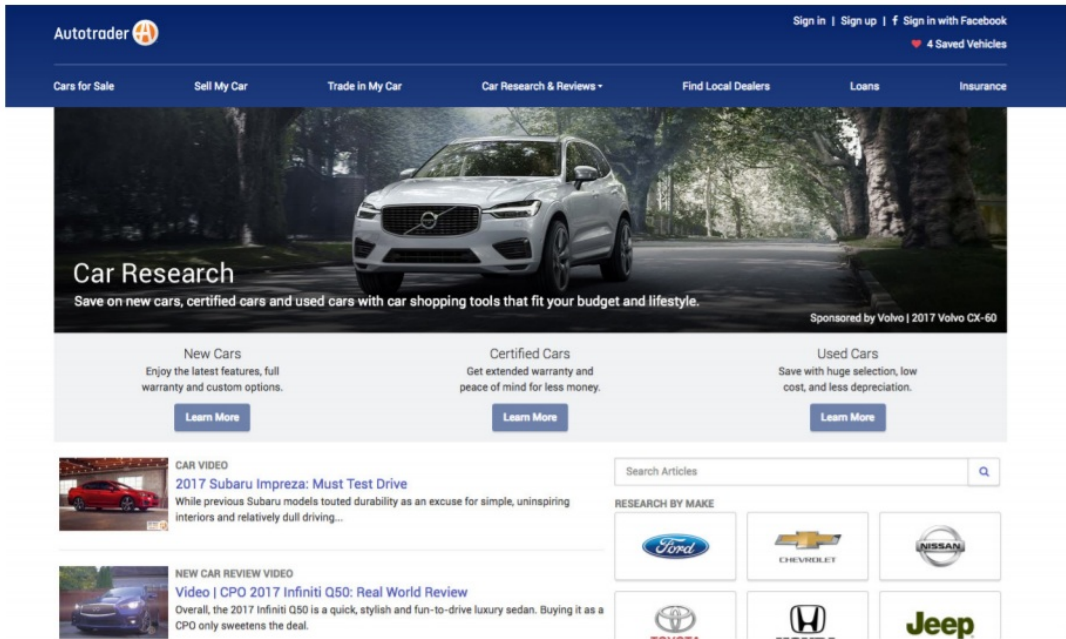
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Detailed Specifications

CAR RESEARCH LANDING PAGE

Image Asset

- Please provide a high-resolution image (at least 1024x682) with enough vehicle padding to allow noted safe zones at all breakpoints. Client can also provide breakpoints pre-cropped.
- Container Alignment width – 100%, Centered

Note: Sponsorship label includes one external link

Requirements Adherence Tips

Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found [here](#).



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 2019 Momentum is sold; Exclusive when 2019 Momentum is not sold• Duration: 1 month <p>New Car Landing Page</p> <ul style="list-style-type: none">• Placement: Hero, MREC, Locked Article, Make Logo, Jelly Bean• Exclusive/Standard: Standard when Momentum is sold; Exclusive when Momentum is not sold• Duration: 1 month <p>Car Research and Information Landing Page</p> <ul style="list-style-type: none">• Placement: Hero, MREC, Locked Article, Make Logo• Exclusive/Standard: Standard when 2019 Momentum is sold; Exclusive when 2019 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

- Hero Image – 1300x475
- OEM Logo Image (.png only) - 150 x 40
- MREC 300 x 250
- Vehicle jellybean image (203 x 108)
- 1024x682 - header

Deliverables

Assets Required are outlined below:

HOME PAGE

promoted article – article is selected by the client based on the model they are featuring

NEW CAR LANDING PAGE



- click tag
- impression tag
- locked article – article is selected by the client based on the model they are featuring
- Backup Image
- Tracking tags for site-serving
- vehicle hero image (1300×475)
- vehicle jellybean image

CAR RESEARCH & INFORMATION LANDING PAGE

- click tag
- impression tag
- logo image
- locked article – article is selected by the client based on the model they are featuring
- Backup Image
- Tracking tags for site-serving
- vehicle header image (1024×682)