

Autotrader.com's Advertising Specifications



Premium Leaderboard | Listings Liner

Note: Standard Ad Solution

Related Solution(s)

- Certified Pre-Owned (CPO) Segment Sponsorship - 2019
- Homepage Sponsorship - Premium Offsite: Brand Converter - 2019
- Retention Package - 2019
- Homepage Sponsorship Premium Onsite: Endemic Converter - 2019
- Momentum - 2019



Autotrader.com Advertising Specifications

Premium Leaderboard | Listings Liners

Description

The Leaderboard and Listing Liners ad placements provide advertising exposure in the highly-trafficked search path, where in-market shoppers are viewing inventory of specific makes and models. It gives advertisers the opportunity to showcase specific models and influence consideration within search results across all devices.

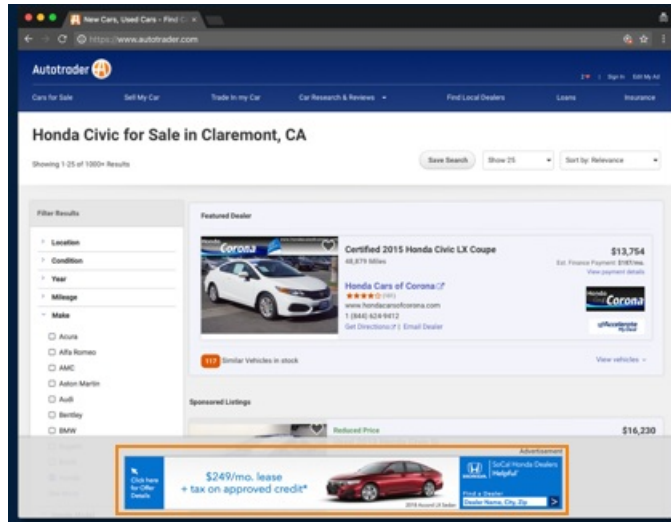
Leaderboard and Listing Liners are pinned across **desktop and mobile** to drive viewability and CPMs higher while reaching the broadest audience

Highlights:

- Viewability over 90%
- Easily sold programmatically and supports Intelligent Ad Disruptions

Media Specifications

Pages	Search results
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA IP-targeting National
Ad Serving	Third Party
Lead Time	5 business days
Frequency capping details	<input type="checkbox"/> For direct buys, frequency capping is <i>unavailable</i> <input type="checkbox"/> Through programmatic buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio.</p> <p>Additional details</p> <p>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:</p> <ul style="list-style-type: none">• 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 Premium Leaderboard | Listings Liner: 728x90 (Desktop/Tablet Breakpoints)

GENERAL GUIDELINES

- 728x90
- No transparent backgrounds

Advertiser

Tier 1; Tier 2; Certified

Maximum file size

- Initial load max file size: 150K
- Subload max file size: 300K
- User-initiated load max file size: 200K
- Alt Image Max File Size: 100k

Text Links

Text Links: 0-3 links; max 25 characters

Content & Messaging

New, Used, or Certified

Video Enabled

Available on Click Only

Audio Enabled

- Available on Click Only
- Audio Defaults to "off"
- 30 Seconds Maximum Length

Animation

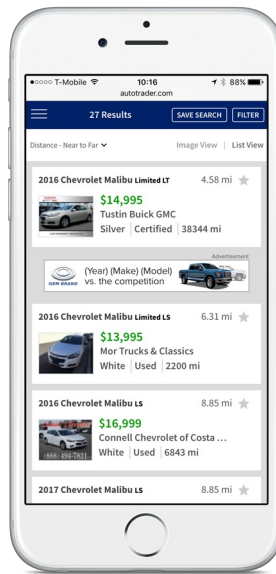
Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled

See Guidelines

Note: Opportunities may exist to target regionally





Detailed Specifications

Premium Leaderboard | Listings Liner: 320×50 (Mobile Breakpoints)

General Guidelines

- No expansion allowed
- No animation allowed
- Max initial load size – 50kb
- Subload max file size – 100k
- Acceptable formats: GIF, JPG, PNG
- Ad unit content must be clearly distinguishable from normal webpage content

Video enabled: no

Audio enabled: no

Animation: no

Rich Media: no

Ad Operations

Ad Serving	Third Party
Lead Time	5 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	<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>

Creative

Dimensions

- 728x90
- 320x50

Deliverables

- impression tag
- click tag
- Backup Image
- Tracking tags for site-serving