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Autotrader.com's Advertising Specifications

Premium Spotlight | Spotlight

Note: Custom Ad Solution

Related Solution(s)

- Premium Spotlight | Spotlight - 2018
- Master OEM Ad Solutions Portfolio - 2018
- Homepage Sponsorship - Premium Offsite: Brand Converter - 2019
- Homepage Sponsorship Premium Onsite: Endemic Converter - 2019
- Momentum - 2019

Description

Premium Spotlight & Spotlight

The **Premium Spotlight & Spotlight** is a custom integrated placement prominently located above the search results. It gives advertisers the opportunity to promote actionable messaging and influence shoppers.

Native Premium Spotlight & Spotlights are in content area, aligned with listings, and enjoy the strongest consumer engagement

- Premium Spotlight: .05-.11% Click-through rate
- Spotlight: .05-.13% Click-through rate
- Desktop and mobile placements provide more opportunity

Two Spotlight options are available to meet campaign objectives:

Select Option 2 for a logo in place of vehicle image

- **Option 1** – 2 image assets and 1 Call to Action (1 or 2 headline copy)
 - Optional video integration. Video playback only occurs when user initiated.
- **Option 2** – 1 image asset and 2 Calls to Action (1 or 2 headline copy)
 - Optional video integration. Video playback only occurs when user initiated.
- Best Practice tip for Optimal Click-through Rate (CTR) – Use headline copy to provide Offers or APR messaging and “See Offers” on the CTA button performed best during testing

The **Premium Spotlight & Spotlights** also has an optional video integration. Video playback only occurs when user initiated.

Ad Serving: First Party creative (recommended)

Media Specifications

Pages	Run of Video: Entire Site Vehicle listings pages
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Frequency Capping Details	For direct buys, frequency capping is <i>unavailable</i>

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



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Detailed Specifications

Spotlight Desktop Ad Specs Option 1

Asset

- Jpeg width - 728px, height - 200px
- Page Alignment Centered
- Background Color #f3f4f9

Fonts

- Headline Roboto Bold 18pt (#333333)
- Max Characters approx 40

- Body Roboto Regular 14pt (#333333)
- Max Characters approx 105

- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

- Dimensions (vehicle) width - 236px, height - 192px
- Dimensions (logo) width - 150px, height - 40px



Detailed Specifications

Spotlight Desktop Ad Specs Option 2

Asset

- Jpeg width – 728px, height – 200px
- Page Alignment Centered
- Background Color #f3f4f9

Fonts

- Headline Roboto Bold 18pt (#333333)
- Max Characters approx 85

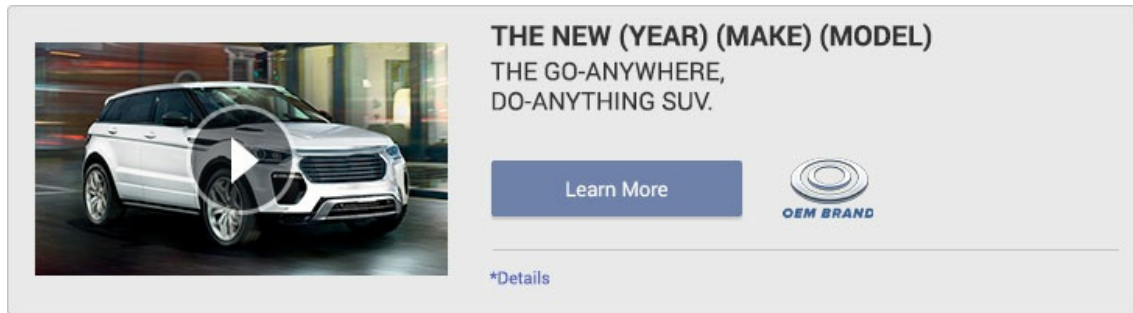
- Body Roboto Regular 14pt (#333333)
- Max Characters approx 50

- Link Roboto Regular 14pt (#505fbb)

- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

Dimensions (vehicle or logo) width – 236px, height – 192px



Detailed Specifications

Spotlight Desktop Video Ad Specs

Asset (Desktop)

- Jpeg width - 728px, height - 200px
- Page Alignment Centered
- Background Color #f3f4f9

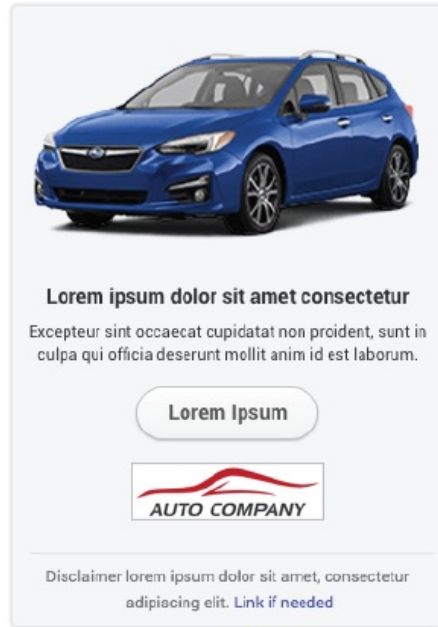
Fonts

- Headline Roboto Bold 18pt (#333333)
- Max Characters approx 40
- Body Roboto Regular 14pt (#333333)
- Max Characters approx 105
- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Media Assets

- Video Dimensions width - 236px, height - 133px
- Image Dimensions (logo) width - 150px, height - 40px

Note: Video playback only occurs when user initiated



Detailed Specifications

Spotlight Mobile Ad Specs Option 1

Asset

- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #f3f4f9

Fonts

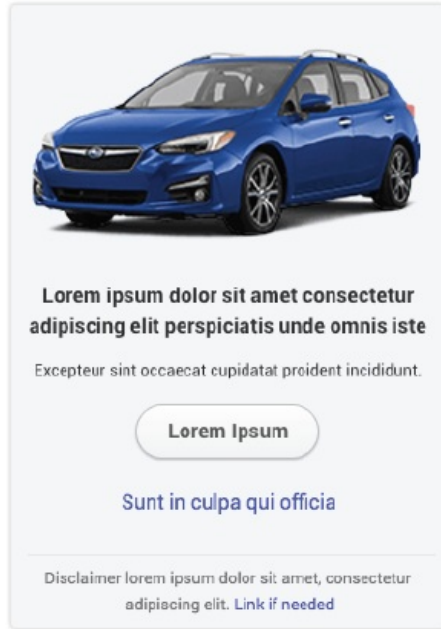
- Headline Roboto Bold 14pt (#333333)
- Max Characters approx 40

- Body Roboto Regular 11pt (#333333)
- Max Characters approx 105

- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

- Dimensions (vehicle) width – 236px, height – 192px
- Dimensions (logo) width – 150px, height – 40px



Detailed Specifications

Spotlight Mobile Ad Specs Option 2

Asset

- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #f3f4f9

Fonts

- Headline Roboto Bold 14pt (#333333)
- Max Characters approx 85

- Body Roboto Regular 11pt (#333333)
- Max Characters approx 50

- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

Dimensions (vehicle or logo) width – 236px, height – 192px



Detailed Specifications

Spotlight Mobile Video Ad Specs

Asset

- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #f3f4f9

Fonts

- Headline Roboto Bold 14pt (#333333)
- Max Characters approx 40

- Body Roboto Regular 11pt (#333333)
- Max Characters approx 105

- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Media Assets

- Video Dimensions width – 298px, height – 167px
- Image Dimensions (logo) width – 150px, height – 40px

Note: Video playback only occurs when user initiated

Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- 305x435
- 727x200

Deliverables

- call to action
- click tag
- headline copy
- impression tag
- logo
- vehicle image
- video files

Video assets are only required for desktop/mobile video.