



Autotrader.com's Advertising Specifications



Programmatic Inventory Search Module 300x175

Note: Programmatic Native

Last updated: March 1, 2019

Related Solution(s)

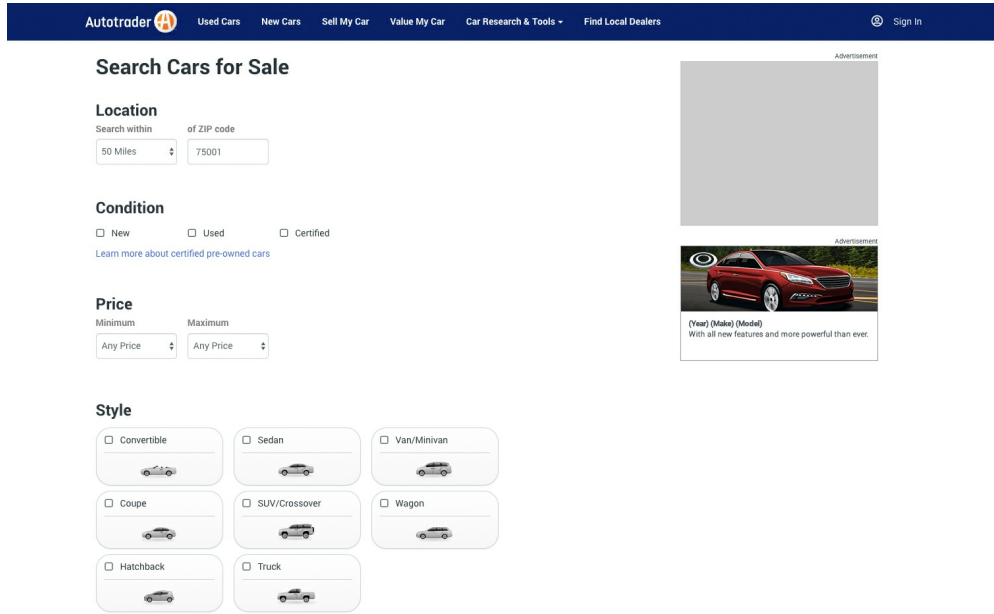
- Master OEM Ad Solutions Portfolio - 2020
- Programmatic Open Auction
- Programmatic: Private Auction
- Master OEM Ad Solutions Portfolio - 2019

Description

Educate shoppers on multiple makes and models by providing them with contextual messaging in a custom ad format.

Media Specifications

Pages	Search form
Duration	Any
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
Ad Specifications	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad 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

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No Incentives

Image

- width - 300px
- height - 100px

Bold Text

Character limit - 55 approx.

Regular Text

Character limit - 50 approx.

Ad Operations

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

Creative

Dimensions

- 300x175

File Format

- High resolution png

Deliverables

- vehicle image
- copy

Copy

- Bold Text Character limit: 55
- Regular Text Character limit: 50