



Trucks

A pickup truck is most commonly a body-on-frame vehicle with a passenger compartment referred to as a "cabin" and a cargo bed in back. In the U.S. market, there are three categories that most pickup trucks fall under: midsize, full-size and heavy-duty (HD). Almost all pickup trucks come standard with rear-wheel drive and are available with 4-wheel drive. A big exception to this rule is the midsize Honda Ridgeline, which has a unibody construction and comes standard with front-wheel drive.

[Search 10,769 Trucks](#)



Autotrader.com's Advertising Specifications

Segment & Make Collection Page

Note: Custom Ad Solution



Last updated: July 3, 2019

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Retention Package - 2019
- Master OEM Ad Solutions Portfolio - 2019
- New Car Segment Sponsorship - 2019

Description

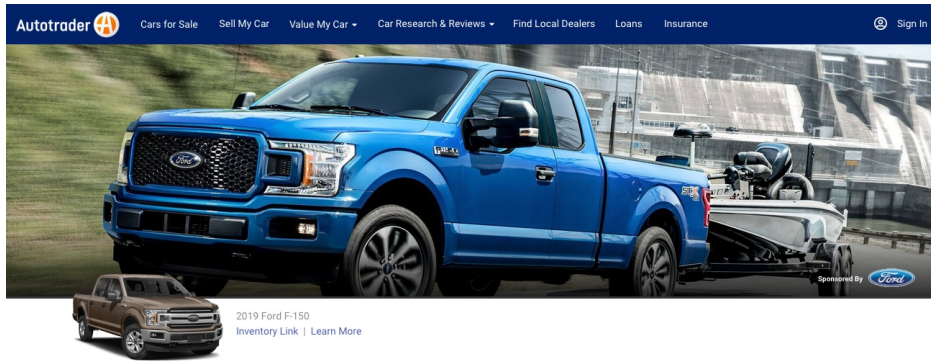
Generate tailored awareness for your vehicle or brand as shoppers initiate exploration of your vehicles within your model's segment.

Inclusions:

- Hero Image
- OEM Logo
- Headline/Sub-headline
- Click-tracker

Media Specifications

Pages	Style Page Make Search Page
Duration	1 month
Share of Voice	Sponsorship, Exclusive: 100% of 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.</p> <p>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



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Detailed Specifications

HTML Hero Image

Hero Image

Content of image must display and focus on an automotive vehicle of subjected style. Image must be lifestyle in nature. No studio shots on white backgrounds. No copy should be present on the image

Large (desktop) Size: 1300w x 300h, Format: JPG, Max k-weight: 50kb

Medium (Tablet) Size: 768w x 300h, Format: JPG, Max k-weight: 50kb

Small (Mobile) Size: 480w x 150h, Format: JPG, Max k-weight: 50kb

Image Asset Details:

- Please provide a high-resolution image (at least 1300x 300) with enough vehicle padding to allow noted safe zones at all breakpoints. Client can also provide breakpoints pre-cropped.
- Container Alignment width – 100%, Centered
- 203x108 jellybean right facing 3/4 angle with a max size and weight of 15K

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.

OEM Logo

Max size: 130px x 40px Format: Transparent PNG Max. k-weight: 10kb

Headline (Make/Model) 150 characters max



Subhead (optional) 150 characters max

Click Tracker for CTA 1 (Search for this model)- Internal LinkLink to search results (SRP)Copy is non-customizable. ATC will provide landing page URL.

Click Tracker for CTA 2 (Learn More)- External LinkLink to OEM's mobel landing pageCopy is non-customizable

Note: Sponsorship label includes one external link

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Headline/Sub-headline

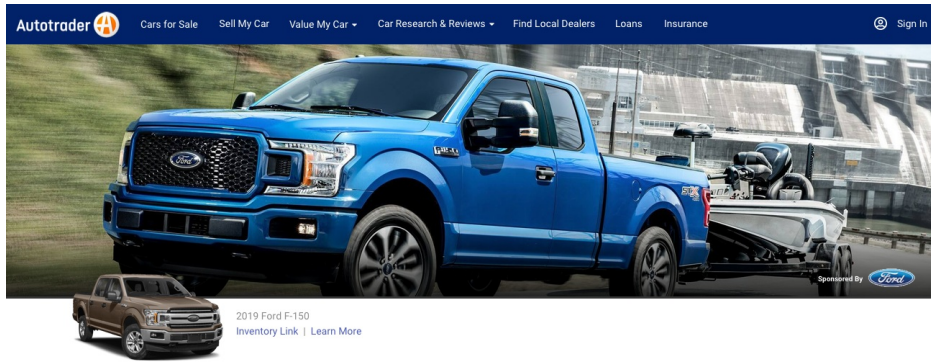
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Detailed Specifications

HTML5 Medium Rectangle

GENERAL GUIDELINES

- Initial download file size: 150kb
- Max sub-load: 300kb
- User-Initiated Maximum file size: 200kb
- Alt Image Max File Size: 40k

CONTENT & MESSAGING

New, Used, or Certified

VIDEO ENABLED

- Available on click only
- 2.2MB max file size
- 30 seconds maximum length
- MP4 - required; webm, ogg - preferred
- Progressive download; True streaming - preferred
- Stop & Start buttons required

AUDIO ENABLED

- Available on click only
- Audio defaults to "off"
- Mute button required
- 30 seconds Maximum length
- Mp3

ANIMATION

3 loops within 15 seconds

Note: Opportunities may exist to target regionally

Ad Operations

Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- 1x1
- MREC 300 x 250