

Retention by make



Autotrader.com's Advertising Specifications

Segment Sponsorship

Note: Custom Ad Solution

Last updated: November 1, 2019

Related Solution(s)

- Segment Sponsorship - 2020



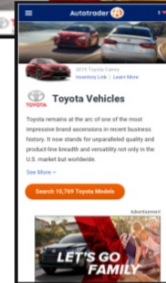
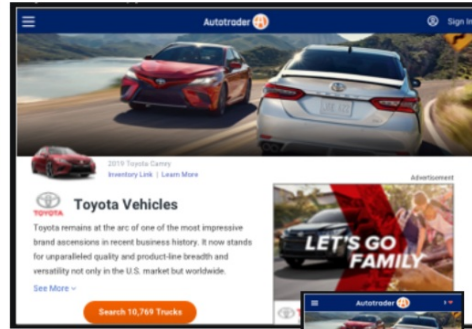
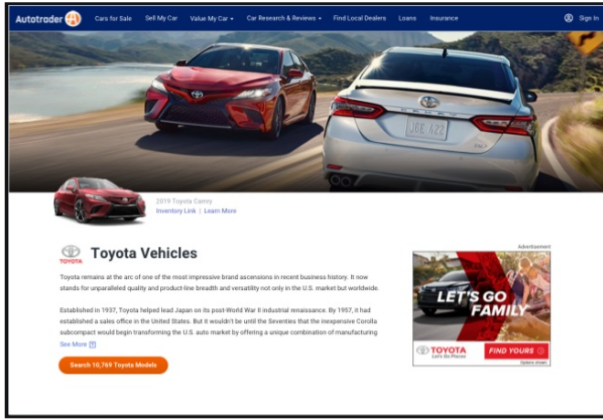
Description

New Style landing page captures shoppers as they research that specific segment. Target shoppers researching a specific segment on Autotrader.

- Car Research Segment:
 - Segment Main Hero
 - Article In-line MREC
 - Segment Article Right Rail MREC
- Style Search Results Page (SLP):
 - Selected from Browse by Style Landing Page Hero
 - Sponsored Article

Media Specifications

| | |
|----------------------------------|--|
| Pages | Car Research & Information Landing Page Style 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 | <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 |



Retention by make

Detailed Specifications

HTML CAR RESEARCH SEGMENT 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
- 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.

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](#).

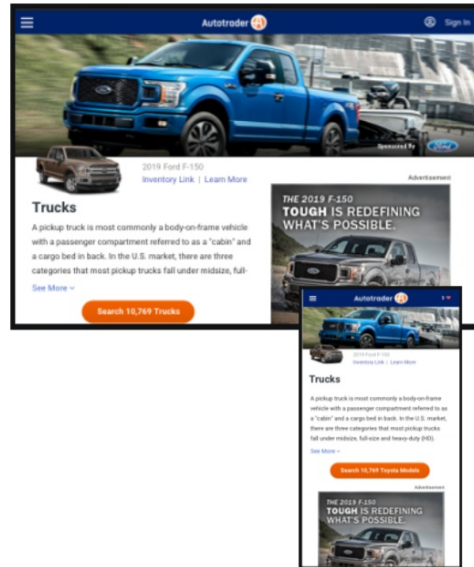
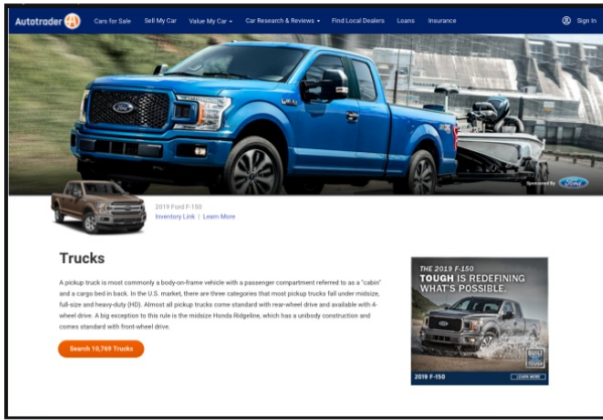
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- NO studio shots on white backgrounds.
- NO copy should be present on the image.

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



Retention & Segment by style

Detailed Specifications

HTML Style Search Results Page (SLP)

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

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](#).



Detailed Specifications

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

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>Car Research Segment Page</p> <ul style="list-style-type: none">• Placement: Hero with 203×108 Jellybean• Duration: 1 month <p>Style Search Results Page</p> <ul style="list-style-type: none">• Placement: Hero• Duration: 1 month |

Creative

Dimensions

- Hero Image - 1300x475
- OEM Logo Image (.png only) - 150 x 40
- 1024x682 - header

File Format

- High resolution png

Deliverables

Assets Required are outlined below:

CAR RESEARCH SEGMENT PAGE

- click tag
- impression tag
- Backup Image
- Tracking tags for site-serving
- vehicle hero image (1300×475)
- vehicle jellybean image

STYLE SEARCH RESULTS PAGE

- click tag
- impression tag
- logo image
- Backup Image
- Tracking tags for site-serving
- vehicle header image (1024×682)

