

Autotrader.com's Advertising Specifications

# Shoppers Sponsorship - 2020

**Note: Custom Ad Package**

Last updated: November 1, 2019



## Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020
- Shoppers Sponsorship - 2020



# Description

Unique to Autotrader, **Shoppers' Sponsorship** offers you new landing pages designed to make a visual impact and drive engagement from research-minded shoppers.

These can't-miss placements generate instant awareness, capture shoppers' attention and prompt consideration for your brand or model.

This product offers an opportunity to influence shoppers before they've decided on a brand/model on strategic entry points across both desktop and mobile devices.

This exclusive, new car shopping experience empowers users with information by showcasing key messaging of your brand or model.

## Car Research Main Section Landing Page

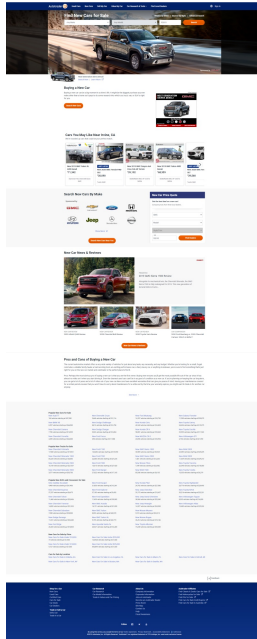
- Hero, MREC, & Sponsored Article

## New Car Section Landing Page

- Hero, MREC, & Sponsored Article

# Media Specifications

<b>Pages</b>	Car Research Used Landing New Car Landing Page
<b>Duration</b>	1 month
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party, Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Ad Portfolio</a>.</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"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul>



## Detailed Specifications

# New Car Landing 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

### Responsive Breakpoints

- Break Point #1 1300x475px
- Break Point #2 1024x475px
- Break Point #3 768px475px
- Break Point #4 480x475px

### 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.

### Requirements Adherence Tips

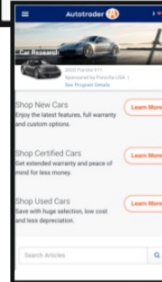
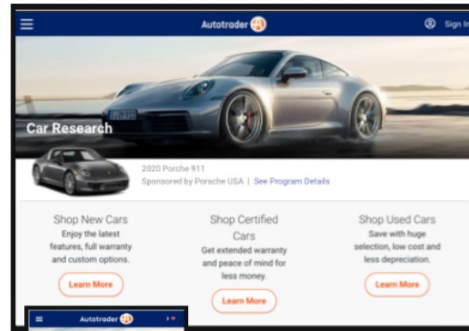
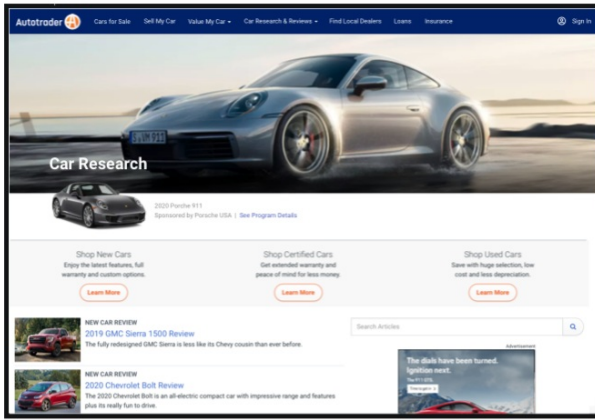
Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found here.

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- Content of image must display and focus on an automotive vehicle

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NO studio shots on white backgrounds.  
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Car Research SLP

Detailed Specifications

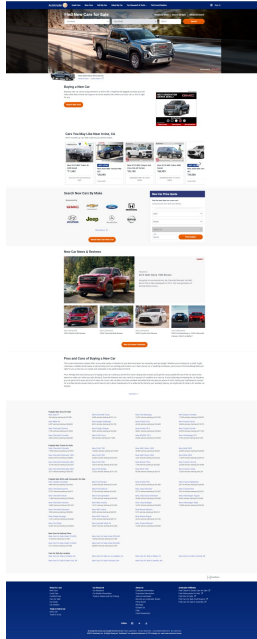
# Car Research Main Page

**Image Asset**

- Please provide a high-resolution image (at least 1300x475) with enough vehicle padding to allow noted safe zones at all breakpoints.
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- Container Alignment width – 100%, Centered
- 203x108 jellybean right facing 3/4 angle with a max size and weight of 15K

**Requirements Adherence Tips**

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## 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

<b>Ad Serving</b>	Third Party Site-served
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag

## Creative

### Dimensions

- 1x1
- 300x250

### File Format

- High resolution png