


turbocharged engine replaces last year's 3.4-liter engine. 911 Turbo models gain the Sport Chrono Package and Dynamic Boost function as part of their standard equipment. All 911s gain Porsche Active Suspension Management (PASM), while options such as rear axle steering and [Apple CarPlay](#) make the option's list. [See the 2020 Porsche 911 models for sale near you](#)

Which 911 is the Best?
 The sweet spot is the 911 Carrera S Cabriolet. With its 420 hp, legitimately premium interior and open-air experience, it's sure to give you a rush when you gun the accelerator, as well as delivering a generally pleasant ride for longer trips. The only consideration here is price, because with a starting price of around \$118,000 and options that can push it well over \$130,000, there are several interesting alternatives available. For the Porsche faithful, it's a slam dunk.




141 Porsche 911s for sale near [Roswell, GA](#)

2020 Porsche 911

Original MSRP Range:
\$91,100 - \$292,200

For Sale on Autotrader near [City, ST](#)
New: \$91,000 - \$299,000 / **Used:** 83,999 - \$268,999

| | | |
|-----------------|----------------|--|
| City 20 - 30 | Hwy 25 - 37 | Available Style(s) Coupe Convertible |
|-----------------|----------------|--|



Have You Considered?
(Year) (Make) (Model)

- [Current offers](#)
- [Request a quote](#)
- [Build & price](#)
- [Locate a vehicle](#)

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011 Trimo



Autotrader.com's Advertising Specifications

Shopping Tools Module

Note: Custom Ad Solution

Last updated: October 16, 2019



Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020



Description


The **Retention Shopping Tools Module (STM)** drives conversion by making it easy for interested shoppers to complete key buying tasks like configure a vehicle, find a dealer, estimate payments, or request a quote. Seamlessly integrated within the Autotrader.com content flow, the Retention Shopping Tools Module can help move task-focused shoppers closer to a purchase decision.

Two STM options are available to meet campaign objectives:

- **Option 1** – 3 Bulleted Advantages and 1 Call to Action
- **Option 2** – 2 to 4 Calls to Action

Media Specifications


| | |
|------------------------|--|
| Pages | Year Make Model (YMM) Year Make Model Trim (YMMT) |
| Duration | 3 month minimum |
| Share of Voice | Retention exclusive: 100% impressions |
| Geography | National |
| Ad Serving | Site-served, agency tracking tags optional |
| Lead Time | 10 business days |
| LEAN Guidelines | All Ads should adhere to LEAN Ad Standards as defined by IAB New Standard Ad Portfolio . |




Have You Considered?

(Year) (Make) (Model)

- Up to 43 MPG highway*
- Up to 795 miles on a single tank*
- 30% better fuel economy than comparable gas engines

[Explore now on OEM.com](#) 

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[Disclaimer](#)

Detailed Specifications



Option 1: Shopping Tools Module

Option 1 Links and CTA Details

3 BULLETED ADVANTAGES

- 65 characters max per bullet, including spaces

1 CALL TO ACTION

- 35 characters max, including spaces
- include a website URL e.g. "Explore now on Chevrolet.com"

HEADLINE

Customizable up to 25 characters spaces included

YEAR/MAKE/MODEL

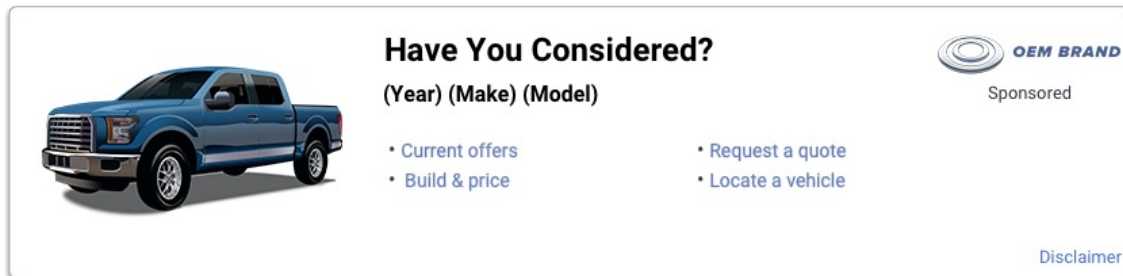
Approx. 50 characters max

VEHICLE IMAGE

- Clickable – links to the first CTA
- Left-facing, 3/4 angle
- image 236 x 192*
- 35KB max file size Or high resolution image can be provided instead.
- GIF, JPG, PNG Transparent/white background

LOGO IMAGE

- Clickable – links to first clickout
- Image 150 x 40*
- 5KB max file size Or high resolution image can be provided instead
- GIF, JPG, PNG Transparent/white background



Have You Considered?
(Year) (Make) (Model)

- Current offers
- Build & price
- Request a quote
- Locate a vehicle

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Disclaimer

Detailed Specifications



Option 2: Shopping Tools Module

Option 2 Links and CTA Details

CALLS TO ACTION

- 29 characters max, including spaces, per call to action
- Up to 4 clickable marketing messages; minimum of 2

HEADLINE

Customizable up to 25 characters spaces included

YEAR/MAKE/MODEL

Approx. 50 characters max

VEHICLE IMAGE

- Clickable – links to the first CTA
- Left-facing, 3/4 angle
- image 236 x 192*
- 35KB max file size Or high resolution image can be provided instead.
- GIF, JPG, PNG Transparent/white background

LOGO IMAGE

- Clickable – links to first clickout
- Image 150 x 40*
- 5KB max file size Or high resolution image can be provided instead
- GIF, JPG, PNG Transparent/white background

Ad Operations

| | |
|-------------------------|---|
| Ad Serving | Site-served |
| Lead Time | 10 business days revisions 1x/qtr |
| Additional Notes | Frequency capping details: For direct buys, frequency capping is unavailable |

Creative

Dimensions

- 1x1

Deliverables

- Assets Required are outlined below:
- Logo Image
- Vehicle Image/s
- Year/Make/Model Text
- Bulleted advantages and CTA (option 1)
- CTAs (option 2)
- Disclaimer copy (optional)
- Impression tracking tag (optional)
- Click-tracking tags (optional)

All creative is subject to Autotrader approval