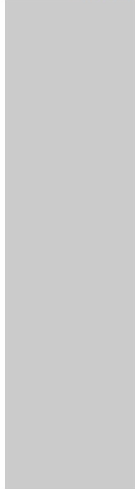



Advertisement

MPG 18 City / 23 Highway
Drive Type 4 wheel drive - rear
Engine 6-Cylinder

COME CELEBRATE WITH US!
HALEYHASTIFORLESS.COM
DEALS ALL MONTH LONG
TOYOTA

Halley Toyota of Roanoke (338.9 mi. away)
1 (888) 708-8611 | Email Dealer

www.toyotaofroanoke.com Call: (540) 345-1666

SHOW ME THE CHALLENGE



THE NEW (YEAR) (MAKE) (MODEL)
MORE THAN JUST
RUGGED GOOD LOOKS.

Learn More

OEM BRAND

*Details



REDUCED PRICE

Certified 2017 Toyota Tacoma Limited **\$36,990**

Color Gray
Mileage 3,234
MPG 18 City / 23 Highway
Drive Type 4 wheel drive - rear
Engine 6-Cylinder

Groove Toyota (1209.1 mi. away)
1 (855) 987-9874 | Email Dealer

CERTIFIED

SHOW ME THE CHALLENGE



Used 2017 Toyota Tacoma Limited **\$36,567**

Color Gray
Mileage 3,455
MPG 18 City / 23 Highway
Drive Type 4 wheel drive - rear



Autotrader.com's Advertising Specifications

Superliner

Note: Standard Ad Solution

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2018
- Master OEM Ad Solutions Portfolio - 2019
- Superliner - 2018
- Certified Pre-Owned (CPO) Segment Sponsorship - 2018



Description

The **mobile-first Superliner** is a custom integrated placement featured within the search results. It also gives advertisers the opportunity to promote actionable messaging and influence shoppers.

Two Superliner options are available to meet campaign objectives:

- **Option 1** – 2 image assets and 1 Call to Action (1 or 2 headline copy)
 - Optional video integration. Video playback only occurs when user initiated.
- **Option 2** – 1 image asset and 2 Calls to Action (1 or 2 headline copy) – Select Option 2 for a logo in place of vehicle image
 - Optional video integration. Video playback only occurs when user initiated.
- Best Practice tip for Optimal Click-through rate (CTR) – Use headline copy to provide Offers or APR messaging and “See Offers” on the call-to-action button performed best during testing

Media Specifications

Pages	Run of Video: Entire Site
Duration	1 month
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
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 2017 New Standard Ad Unit 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

Superliner Desktop Ad Specs Option 1

Asset

- Jpeg width - 728px, height - 200px
- Page Alignment Centered
- Background Color #ffffff

Fonts

- **Headline** Roboto Bold 18pt (#333333)
Max Characters approx 40
- **Body** Roboto Regular 14pt (#333333)
Max Characters approx 105
- **Disclaimer** Roboto Regular 11pt (#7a7a7a) Max characters 70 (including the link)
 - Overlay Disclaimer
 - No character limit
 - Overlay scrolls as needed

Image Assets

- Dimensions (vehicle) width - 283px, height - 172px
- Dimensions (logo) width - 150px, height - 40px



Detailed Specifications

Superliner Desktop Ad Specs Option 2

Asset

- Jpeg width - 728px, height - 200px
- Page Alignment Centered
- Background Color #ffffff


Fonts

- **Headline** Roboto Bold 18pt (#333333)
Max Characters approx 85
- **Body** Roboto Regular 14pt (#333333)
Max Characters approx 50
- **Link** Roboto Regular 14pt (#505fbb)
- **Disclaimer** Roboto Regular 11pt (#7a7a7a)
 - Overlay Disclaimer
 - No character limit
 - Overlay scrolls as needed

Max characters 70 (including the link)


Image Assets

Dimensions width - 283px, height - 172px
(vehicle or logo)



THE NEW (YEAR) (MAKE) (MODEL)
THE GO-ANYWHERE,
DO-ANYTHING SUV.

[Learn More](#)



*Details

Detailed Specifications

Superliner Desktop Video Ad Specs

Asset (Desktop)

- Jpeg width - 728px, height - 200px
- Page Alignment Centered
- Background Color #ffffff

Fonts

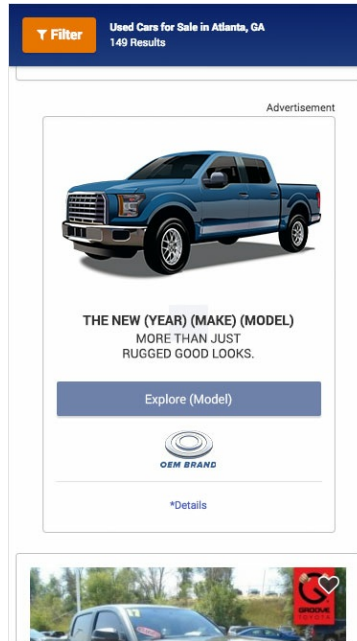
- **Headline** Roboto Bold 18pt (#333333)
Max Characters approx 40
- **Body** Roboto Regular 14pt (#333333)
Max Characters approx 105

Media Assets

- Video Dimensions width** - 283px, height - 159px
- Image Dimensions (logo) width** - 150px, height - 40px

Provide high-definition video to maintain quality in full-screen viewport

Note: Video playback only occurs when user initiated



Detailed Specifications

Superliner Mobile Ad Specs Option 1

Asset

- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #ffffff

Fonts

- **Headline** Roboto Bold 14pt (#333333)
Max Characters approx 40
- **Body** Roboto Regular 11pt (#333333)
Max Characters approx 105
- **Disclaimer** Roboto Regular 11pt (#7a7a7a) Max characters 70 (including the link)
 - Overlay Disclaimer
 - No character limit
 - Overlay scrolls as needed

Image Assets

- **Dimensions (vehicle)** width – 283px, height – 172px
- **Dimensions (logo)** width – 150px, height – 40px **Headline** Roboto Bold 14pt (#333333)
Max Characters approx 40
- **Body** Roboto Regular 11pt (#333333)
Max characters approx 105
- **Disclaimer** Roboto Regular 11pt (#7a7a7a) Max characters 70 (including the link)
 - Overlay Disclaimer
 - No character limit
 - Overlay scrolls as needed



Detailed Specifications

Superliner Mobile Ad Specs Option 2

Asset

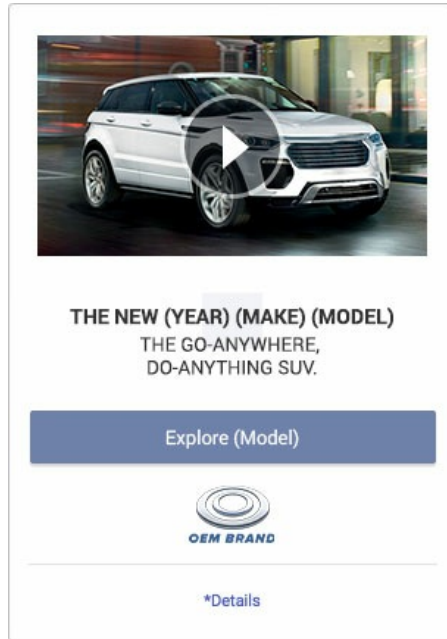
- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #ffffff

Fonts

- **Headline** Roboto Bold 14pt (#333333)
Max Characters approx 85
- **Body** Roboto Regular 11pt (#333333)
Max Characters approx 50
- **Disclaimer** Roboto Regular 11pt (#7a7a7a)
Max characters 70 (including the link)
 - Overlay Disclaimer
 - No character limit
 - Overlay scrolls as needed

Image Assets

Dimensions width – 283px, height – 172px (vehicle or logo)



Detailed Specifications

Superliner Mobile Video Ad Specs

Asset

- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #ffffff

Fonts

- **Headline** Roboto Bold 14pt (#333333)
Max Characters approx 40
- **Body** Roboto Regular 11pt (#333333)
Max Characters approx 105
- **Disclaimer** Roboto Regular 11pt (#7a7a7a)
 - Overlay Disclaimer
 - No character limit
 - Overlay scrolls as needed

Max characters 70 (including the link)

Media Assets

- Video Dimensions width – 283px, height – 159px
- Image Dimensions (logo) width – 150px, height – 40px

Provide high-definition video to maintain quality in full-screen viewport

Note: Video playback only occurs when user initiated

Ad Operations

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

Creative

Dimensions

- 306x435
- 728x200

Deliverables

- call to action
- click tag
- headline copy
- impression tag
- logo
- vehicle image
- video files

Video assets are only required for desktop/mobile video.