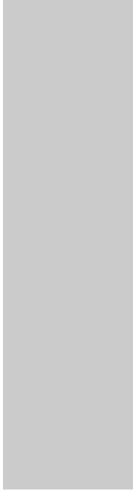



Advertisement

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


COME CELEBRATE WITH US!  
**HALEY HAS IT FOR LESS.COM**  
 DEALS ALL MONTH LONG

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

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

SHOW ME THE CHEAT CODE

Advertisement



**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 CHEAT CODE



**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 - 2019

# 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

<b>Pages</b>	Run of Video: Entire Site
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>Frequency Capping Details</b>	<ul style="list-style-type: none"><li>• For direct buys, frequency capping is <i>unavailable</i></li><li>• Through <b>programmatic</b> buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types</li></ul>
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></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"><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

# 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

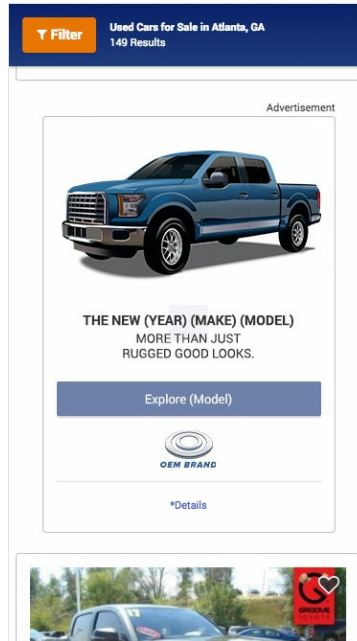
- **Headline** Roboto Bold 18pt (#333333)  
Max Characters approx 40
- **Body** Roboto Regular 14pt (#333333)  
Max Characters approx 105

#### 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

# HTML 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

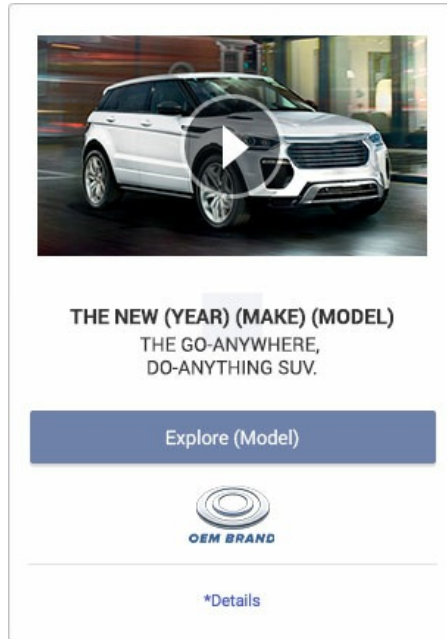
- Jpeg width – 306px, height – 435px
- Page Alignment Centered
- Background Color #ffffff

#### 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

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days
<b>Tracking</b>	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.