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Autotrader.com's Advertising Specifications

Superliners

Note: Custom Ad Solution

Last updated: June 27, 2019

Related Solution(s)

- CPO Retention/Conquest - 2020
- Sub-segment Targeting - 2020
- Master OEM Ad Solutions Portfolio - 2020
- Retention - 2020
- Audience Targeting - 2020

Description

The **Superliner** is a custom integrated placement prominently located above the search results. It gives advertisers the opportunity to promote actionable messaging and influence shoppers. These ad placements are aligned with listings and garner the strong consumer engagement.

Two Superliner options are available to meet campaign objectives:

Select Option 2 for a logo in place of vehicle image


- **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)
 - 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 CTA button performed best during testing

The **Superliner** also has an optional video integration. Video playback only occurs when user initiated.

Ad Serving: First Party creative (recommended), Third Party

Media Specifications

Pages	Run of Video: Entire Site Vehicle listings pages
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served (recommended), agency tracking tags optional Third Party
Lead Time	10 business days
Frequency Capping Details	For direct buys, frequency capping is <i>unavailable</i>
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio Release/.</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



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Detailed Specifications



Superliner Desktop Ad Specs Option 1

Asset

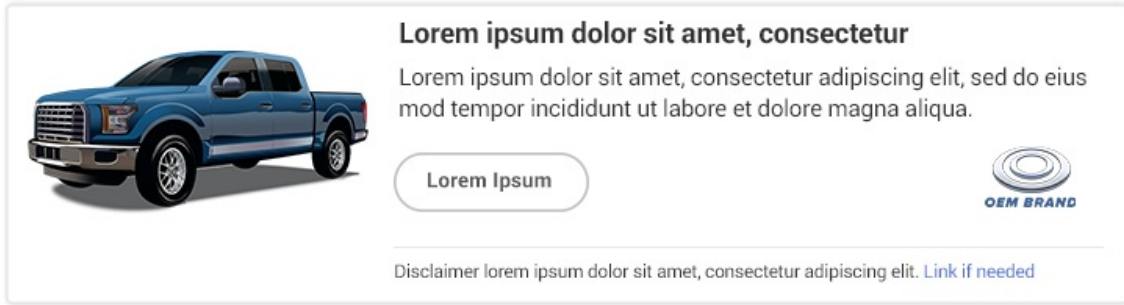
- Jpeg width – 728px, height – 200px
- Page Alignment Centered
- Background Color #ffffff

Fonts

- Headline Roboto Bold 18pt (#333333)
- Max Characters approx 40
- Body Roboto Regular 14pt (#333333)
- Max Characters approx 105
- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

- Dimensions (vehicle) width – 236px, height – 192px
- Dimensions (logo) width – 150px, height – 40px



Detailed Specifications



Superliner Desktop Ad Specs Option 2

Asset

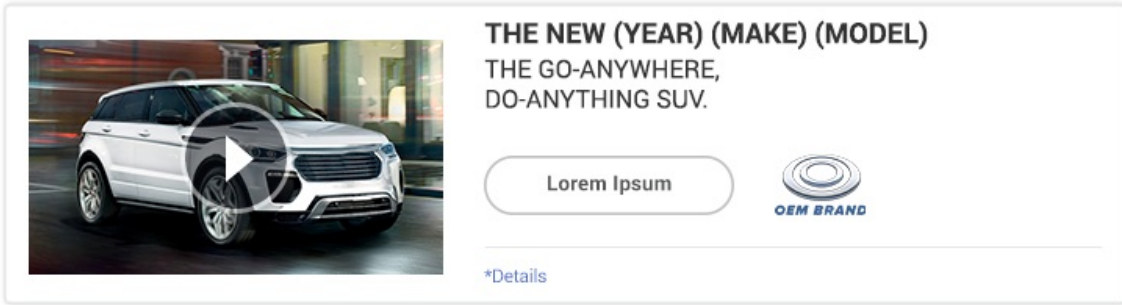
- Jpeg width – 728px, height – 200px
- Page Alignment Centered
- Background Color #ffffff

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 (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

Dimensions (vehicle or logo) width – 236px, height – 192px



Detailed Specifications

Spotlight Desktop Video Ad Specs

Asset (Desktop)

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

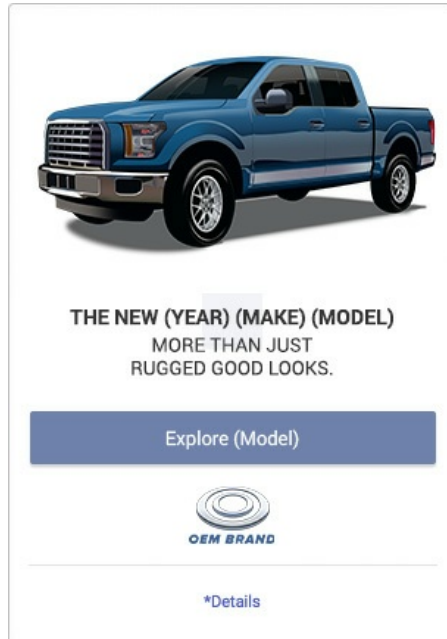
Fonts

- Headline Roboto Bold 18pt (#333333)
- Max Characters approx 40
- Body Roboto Regular 14pt (#333333)
- Max Characters approx 105
- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Media Assets

- Video Dimensions width - 236px, height - 133px
- Image Dimensions (logo) width - 150px, height - 40px

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 (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

- Dimensions (vehicle) width – 236px, height – 192px
- Dimensions (logo) width – 150px, height – 40px



Detailed Specifications

Superliner Mobile Ad Specs Option 2

Asset

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

Fonts

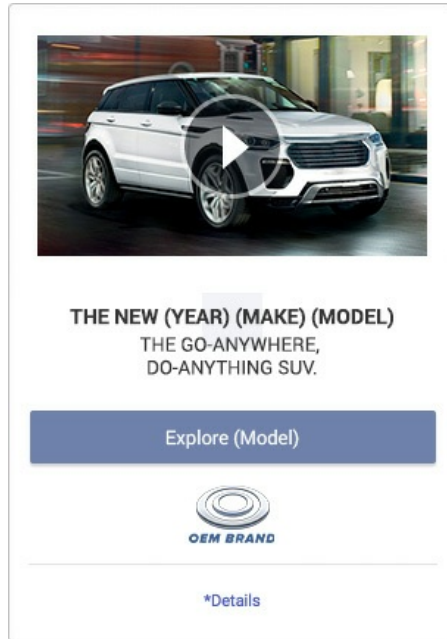
- Headline Roboto Bold 14pt (#333333)
- Max Characters approx 85

- Body Roboto Regular 11pt (#333333)
- Max Characters approx 50

- Disclaimer (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Image Assets

Dimensions (vehicle or logo) width – 236px, height – 192px



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 (or additional text)
 - Roboto Regular 11pt (#7a7a7a)
 - Max Characters approx 80

Media Assets

- Video Dimensions width – 298px, height – 167px
- Image Dimensions (logo) width – 150px, height – 40px

Note: Video playback only occurs when user initiated

Ad Operations

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

Creative

Dimensions

- 728x200
- 306x435

Deliverables

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

Video assets are only required for desktop/mobile video.