



300x600

Autotrader.com's Advertising Specifications

Half Page 300x600

Note: Standard Ad Solution

Last updated: May 10, 2023

Description

The Half Page 300×600 is a third party standard IAB ad that provides a large and prominent on page brand message.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	CAMP 360
Geography	DMA National
Ad Serving	Third Party
Lead Time	3 business days
Device	Desktop Tablet
Dimensions	300×600
Frequency Capping	No frequency capping
Additional Notes	No fourth-party pixels or calls may be added to ad tags without the prior written consent of Cox Automotive. Advertiser and/or agency is expressly prohibited from collecting any data from Cox Automotive, including website data and user behavioral data, without the prior written consent of Cox Automotive.

Detailed Specifications

Half Page 300x600

Deliverable Specifications

STATIC BANNER OPTION:

- PNG, JPG
- 250KB max file size

RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max
- Initial load: 250KB max file size
- Sub-load: 500KB max file size

VIDEO:

- Length of video: Up to 15 seconds
- 1.1MB max file size
- User initiated audio and video required
- Stop, start and mute/volume controls required

TAGS:

Third party ad tag