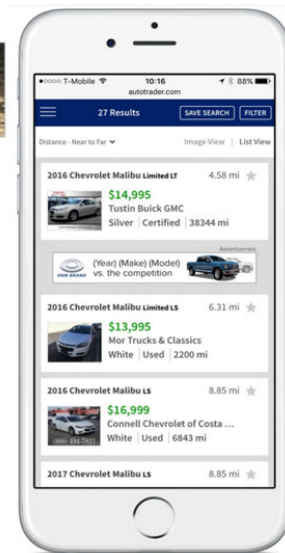


Desktop/Tablet: 728x90



Mobile: 320x50

Autotrader.com's Advertising Specifications

Leaderboard - Inline

Note: Standard Ad Solution

Last updated: February 8, 2023

Description

The Find-Your-Car ad placements provide advertising exposure in the highly trafficked search path, where in-market shoppers are viewing inventory of specific makes and models. It gives advertisers the opportunity to showcase specific models and influence consideration within search results across all devices.

Media Specifications

| | |
|-------------------------|---|
| Pages | Search results |
| Duration | 1 month |
| Share of Voice | Standard, Non-exclusive: less than 100% of available impressions |
| Geography | DMA IP-targeting National |
| Ad Serving | Third Party |
| Lead Time | 5 business days |
| 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

728x90 (Leaderboard – Inline)

Deliverable Specifications

- 728 x 90
- No transparent backgrounds

Advertiser

Tier 1
Tier 2
Certified

Maximum file size

- Initial load max file size: 150K
- Subload max file size: 300K
- User-initiated load max file size: 200K
- Alt Image Max File Size: 100k

Text Links

Text Links: 0-3 links; max 25 characters

Content & Messaging

New, Used, or Certified

Video Enabled

Available on Click Only

Audio Enabled

- Available on Click Only
- Audio Defaults to "off"
- 30 Seconds Maximum Length

Animation

Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled

See Guidelines

Note: Opportunities may exist to target regionally

Mobile 320×50 (Mobile Breakpoints)

- No expansion allowed
- No animation allowed
- Max initial load size – 50kb
- Subload max file size – 100k
- Acceptable formats: GIF, JPG, PNG
- Ad unit content must be clearly distinguishable from normal webpage content

Video enabled: no