

728x90 - Standard

728x90 - Inline/Locked



Autotrader.com's Advertising Specifications

Leaderboard

Note: Standard Ad Solution

Last updated: May 10, 2023



Description

The Leaderboard is a third party standard IAB ad that appears throughout the site. High impact positions include locked as the user scrolls, or in-between listings on the Search Results Page.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions CAMP 360 Exclusive Sponsorship; 100% of impressions
Geography	DMA National
Ad Serving	Third Party
Lead Time	3 business days
Device	Desktop Tablet
Dimensions	728x90
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

Leaderboard

Deliverable Specifications

STATIC BANNER OPTION:

- PNG, JPG
- 100KB max file size

RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max total animation
- Initial load: 100KB max file size
- Sub-load: 200KB 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