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### Car Affordability Calculator

How much car can I afford?

We make it easy for you to calculate the maximum car amount you can afford based on your preferred monthly payment. Enter details about your income, down payment, trade, preferred monthly payment and more. Once entered, an estimated car price will be calculated. Try out the easy-to-use calculator to find vehicles within the price range that meets your preferred monthly car payment.

Preferred Monthly Payment

Interest Rate

Loan Term (months)

Sales Tax Rate

Down Payment

Trade-In Value

Amount Owed on Trade

Est. Car Price

Sales Tax

Down Payment

Trade-In Value

Amount Owed on Trade

Est. Total Finance

Est. Total Interest

Est. Total Loan

\*Estimated payments and terms shown here are for informational purposes only and do not constitute an actual offer or commitment to supply a vehicle. These estimates do not include tax, registration fees, title fees, or any other fees that may be imposed by a governmental agency in connection with the sale and financing of the vehicle.

728x90 - Standard

Search by Make, Model or Keyword

Compare My Model

**My Wallet**

See payments tailored to you, estimated loan rates, and budget tools to customize your shopping experience.

CRUISE & TOUGH  
**Very Good**  
(700 - 730)

MONTHLY BUDGET  
Get a budget

DOWN PAYMENT  
**20%**

TRUCK AS  
ADD A VEHICLE

**Inline**

**(Make) (Model)**

More than just rugged good looks

**Used 2009 Chevrolet Silverado 3500 W/T**

Down Price Price Pkg - Gold Plaque Pkg, Frame-Mounted Chassis

40,278 miles

Most Wanted Chevrolet of 2009 (3.1 mi. away)

400,000 miles, 4.0

400,000 miles, 4.0

Video Maintenance - Test Drive - Delivery - Online Payment ID

**Used 2015 GMC Canyon SLE**

48 hours Pkg - SLE Convenience Pkg - Trailering Pkg, More...

19,837 miles

See estimated payment

**Locked**

**(Make) (Model)**

More than just rugged good looks

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

<b>Pages</b>	All pages with applicable IAB size
<b>Duration</b>	Any
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions CAMP 360 Exclusive Sponsorship; 100% of impressions
<b>Geography</b>	DMA National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	3 business days
<b>Device</b>	Desktop Tablet
<b>Dimensions</b>	728×90
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	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.

# 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