

Autotrader.com's Advertising Specifications

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# Leaderboard - Locked

Note: IAB Ad Solution

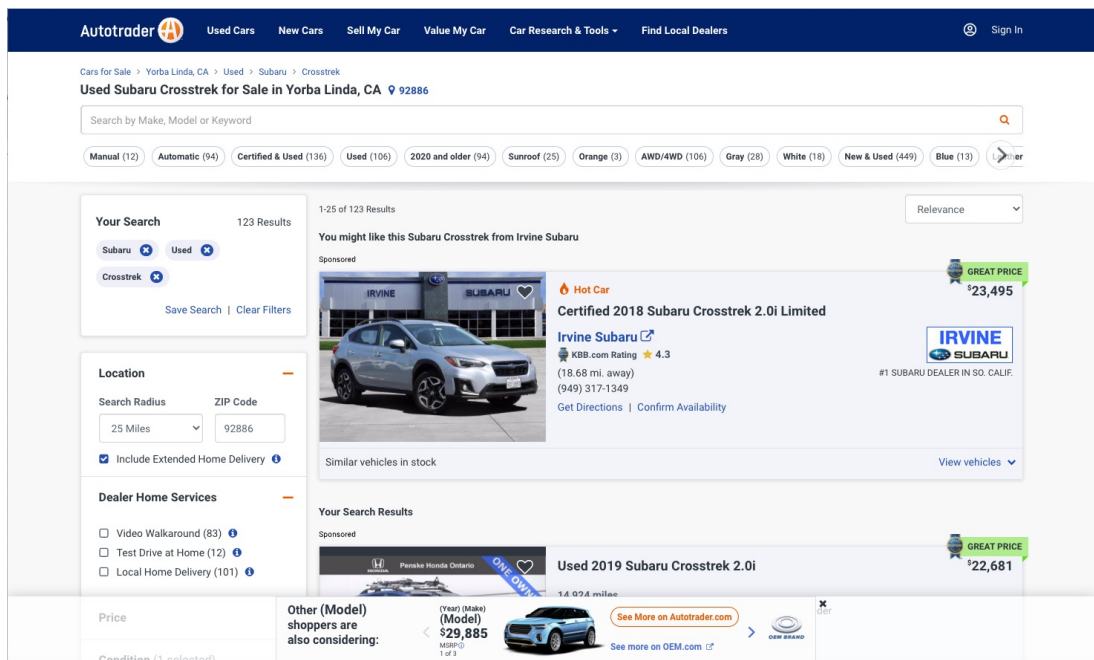
Last updated: February 8, 2023

# Description

Increase shoppers awareness with the search results page Locked Leaderboard.

## Media Specifications

<b>Pages</b>	Search results
<b>Duration</b>	Any
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	10 business days
<b>Dimensions</b>	728×90
<b>Device</b>	Desktop Tablet
<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.



## Detailed Specifications

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## Deliverable Specifications

Align to the IAB Native Template Ad Specs (728×90).

- 728 x 90
- Initial load: 150KB max file size
- Subload: 300KB max file size
- Animation: 15 seconds max
- Polite load
- No transparent backgrounds