* Video Overlay – Custom with two CTAs shown

Autotrader.com's Advertising Specifications

Video Overlay

Note: Custom Ad Solution

Last updated: January 5, 2024

Description

This IAB creative ad template is a versatile advertising solution that enables the seamless integration of a video overlay within digital content. With the capability to spawn an overlay featuring the client's video asset, it engages audiences effectively by delivering compelling video content within the ad, enhancing user engagement and brand visibility.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile
Dimensions	728×90 300×250 320×50
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

Video Overlay

Deliverable Specifications

CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces
- One (1) min, two (2) CTAs max

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:

- Video file format: MP4 or MOV
- Length of video: Unlimited
- 1GB max file size
- 16:9 Aspect Ratio: 640×36 min, 1920×1080 max
- Stop, start and mute/volume controls required

TAGS:

- Third party JavaScript ad tag for initial layer
- One impression tag for initial layer (for Static Banner or Image options)
- One impression tag for overlay
- One click tag for each CTA: Redirects to OEM site