

**How much can you save in annual fuel costs?**

Electric (\$0.15/kWh) vs Gas (\$3.60/gal)

10,000 mi/yr 12,000 mi/yr 15,000 mi/yr

Fuel Savings  
**\$1,783**/yr

Calculations for informational use only. Not a guarantee of actual savings.

(Year) (Make) (Model)

[Explore More](#)

**How much can you save in annual fuel costs?**

Electric (\$0.15/kWh) vs Gas (\$3.60/gal)

10,000 mi/yr 12,000 mi/yr 15,000 mi/yr

Fuel Savings  
**\$2,140**/yr

Calculations for informational use only. Not a guarantee of actual savings.

(Year) (Make) (Model)

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**How much can you save in annual fuel costs?**

Electric (\$0.15/kWh) vs Gas (\$3.60/gal)

10,000 mi/yr 12,000 mi/yr 15,000 mi/yr

Fuel Savings  
**\$2,675**/yr

Calculations for informational use only. Not a guarantee of actual savings.

(Year) (Make) (Model)

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300x250

Autotrader.com's Advertising Specifications

# EV Savings Calculator

Note: Custom Ad Solution

Last updated: September 25, 2024

# Description

The EV Savings Calculator is a native creative that provides the EV shopper an estimated cost savings of a featured EV model based on the number of miles driven annually, national average cost of gas, and national average cost for electricity. The EV Savings calculator animates through three savings scenarios: 10k, 12k, and 15k miles per year.

# Media Specifications

<b>Pages</b>	All pages with applicable IAB size
<b>Duration</b>	Any
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimenisons</b>	300x250
<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.

## Detailed Specifications

# EV Savings Calculator

### Deliverable Specifications

#### YEAR, MAKE, MODEL COPY:

- 40 characters max, including spaces

#### MPGe:

- Combined MPGe

#### CALL-TO-ACTION (CTA) COPY:

- Default copy: Explore More
- 21 characters max, including spaces

#### CALL-TO-ACTION (CTA) COLOR (Optional):

- Default Hex: Gradient Orange

#### IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 170×80 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

#### LOGO:

- High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

#### TAGS:

- One impression tag
- One click tag: Redirects to OEM site