



300x250

Autotrader.com's Advertising Specifications

# Native Video MREC

**Note: Custom Ad Solution**

Last updated: October 31, 2024

# Description

The Native Video MREC combines Autotrader.com’s native styling/design with video messaging. Run video spots or video content partnered with custom messaging.

## Media Specifications

<b>Pages</b>	Classified Search Results Page (SRP) Editorial
<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 Third Party
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimensions</b>	300×250 – Serves in top MREC position; Mobile only Classified Search Results Page (SRP)
<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

# Native Video MREC

## Deliverable Specifications

### HEADER COPY:

- 24 characters max, including spaces

### SUB-HEADER COPY:

- 40 characters max, including spaces

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

- 15 characters max, including spaces

### LOGO:

- Vertical: High resolution 120×64 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

### THUMBNAIL IMAGE (Optional):

- Lifestyle Image: High resolution 1920×1080 JPG for internal resizing

### VIDEO:

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 512MB max
- Aspect ratio: 16:9 or 4:3
- Border: 1×1 contrasting border suggested
- Frame rate: Minimum 14 frames-per-second (30 FPS recommended)
- Audio: Must be encoded at a volume less than or equal to -12 dB
- Video Event tracking (Optional): Creative view, Start, First quartile, Midpoint, Third quartile, Complete, Mute, Unmute, Pause, Rewind, Resume, Fullscreen

### TAGS:

- One impression tag
- One click tag: Redirects to OEM site
- Video Event tracking (Optional): One impression tracker (no JavaScript) or static click tracker per event
- Third Party: VAST ad tag