



300x250

Autotrader.com's Advertising Specifications

Medium Rectangle

Note: Standard IAB

Last updated: May 10, 2023

Description

The Medium Rectangle is a third party standard IAB ad that appears throughout the site.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	CAMP 360 Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA National
Ad Serving	Third Party
Lead Time	3 business days
Device	Desktop Tablet Mobile
Dimensions	300×250
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.

Medium Rectangle

Deliverable Specifications

STATIC BANNER OPTION:

- PNG, JPG
- 150KB max file size

RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max total animation
- Initial load: 150KB max file size
- Sub-load: 300KB 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