

Autotrader.com's Advertising Specifications

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Leaderboard - Locked

Note: IAB Ad Solution

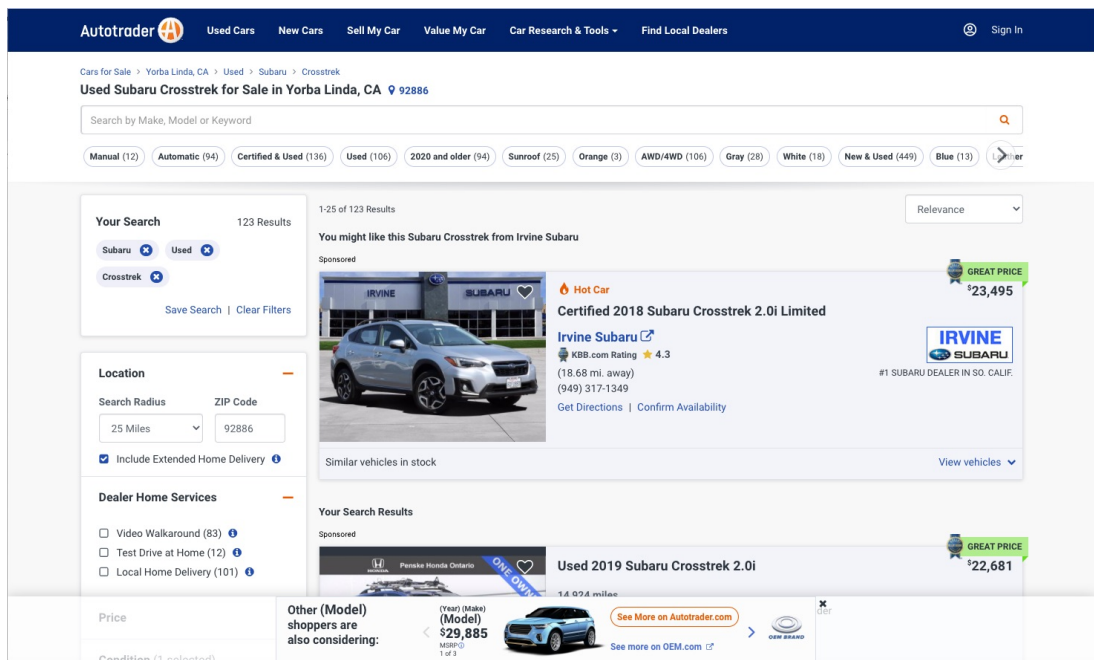
Last updated: February 8, 2023

Description

Increase shoppers awareness with the search results page Locked Leaderboard.

Media Specifications

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

Leaderboard - Locked

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