728x90

Autotrader.com's Advertising Specifications

Headband

Note: Custom Ad Solution

Last updated: May 7, 2025

Description

The Headband is a custom native ad solution that can help drive brands/models further up shopper consideration lists by featuring more relevant, integrated content. The ad showcases a tout quote from an Autotrader.com editorial article, takes the user to Autotrader.com's inventory page, and advertiser local offers.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	10 business days
Device	Desktop Tablet
Dimensions	728×90
Frequency Capping	No frequency capping
Additonal 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.

Headband

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

EDITOR QUOTE:

- Autotrader.com Editors quote, 75 characters max, including spaces and quotation punctuation (Cox Automotive will provide quote options for selection)

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 274×136 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

- One impression tag
- One click tag: Redirects to OEM site
- One click tag (Optional): Redirects to internal Autotrader.com editorial URL, provided by Cox Automotive
- One click tag (Optional): Redirects to internal Autotrader.com SRP URL, provided by Cox Automotive
- One click tacker (Optional): Tracks internal Autotrader.com URLs