



300x250

Autotrader.com's Advertising Specifications

Native Video MREC

Note: Custom Ad Solution

Last updated: April 2, 2025

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

Pages	Classified Search Results Page (SRP) Editorial
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile
Dimensions	300×250 – Serves in top MREC position; Mobile only Classified Search Results Page (SRP)
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.

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
- VAST ad tag (in addition to One impression tag, One click tag)