



300x100

Autotrader.com's Advertising Specifications

Native Mobile Animated Ad

Note: Custom Ad Solution

Last updated: April 28, 2026

Description

This IAB creative ad template for mobile devices is a seamless integration of digital content with eye-catching animation to highlight unique model features and enhance user engagement and brand visibility.

Media Specifications

Pages	Classified Search Results Page (SRP)
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	Mobile
Dimensions	300×100
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 Mobile Animated Ad

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 24 characters max, including spaces

HEADLINE COPY:

- 42 characters max, including spaces

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 125×65 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- High resolution 40×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

TAGS:

- One impression tag
- One click tag – External CTA: Redirects to OEM site