



300x600

Autotrader.com's Advertising Specifications

# Half Page 300x600

**Note: Standard Ad Solution**

Last updated: May 10, 2023

# Description

The Half Page 300x600 is a third party standard IAB ad that provides a large and prominent on page brand message.

## Media Specifications

<b>Pages</b>	All pages with applicable IAB size
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<b>Geography</b>	DMA National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	3 business days
<b>Device</b>	Desktop Tablet
<b>Dimensions</b>	300x600
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	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

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## Deliverable Specifications

### STATIC BANNER OPTION:

- PNG, JPG
- 250KB max file size

### RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max
- Initial load: 250KB max file size
- Sub-load: 500KB 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