

728x90 - Standard

728x90 - Inline/Locked



Autotrader.com's Advertising Specifications

# Leaderboard

Note: Standard Ad Solution

Last updated: May 10, 2023



# Description

The Leaderboard is a third party standard IAB ad that appears throughout the site. High impact positions include locked as the user scrolls, or in-between listings on the Search Results Page.

## Media Specifications

<b>Pages</b>	All pages with applicable IAB size
<b>Duration</b>	Any
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions CAMP 360 Exclusive Sponsorship; 100% of impressions
<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>	728x90
<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

# Leaderboard

### Deliverable Specifications

#### STATIC BANNER OPTION:

- PNG, JPG
- 100KB max file size

#### RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max total animation
- Initial load: 100KB max file size
- Sub-load: 200KB 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