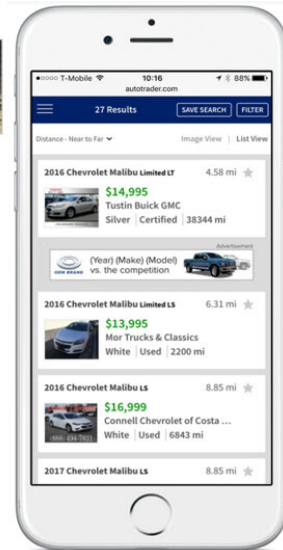




Desktop/Tablet: 728x90



Mobile: 320x50

Autotrader.com's Advertising Specifications

# Leaderboard - Inline

Note: Standard Ad Solution

Last updated: February 8, 2023

# Description

The Find-Your-Car ad placements provide advertising exposure in the highly trafficked search path, where in-market shoppers are viewing inventory of specific makes and models. It gives advertisers the opportunity to showcase specific models and influence consideration within search results across all devices.

## Media Specifications

<b>Pages</b>	Search results
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	DMA IP-targeting National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<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

# 728x90 (Leaderboard – Inline)

### Deliverable Specifications

- 728 x 90
- No transparent backgrounds

### Advertiser

Tier 1  
Tier 2  
Certified

### Maximum file size

- Initial load max file size: 150K
- Subload max file size: 300K
- User-initiated load max file size: 200K
- Alt Image Max File Size: 100k

### Text Links

Text Links: 0-3 links; max 25 characters

### Content & Messaging

New, Used, or Certified

### Video Enabled

Available on Click Only

### Audio Enabled

- Available on Click Only
- Audio Defaults to "off"
- 30 Seconds Maximum Length

### Animation

Flash animation limited to 3 loops or 15 seconds

## Rich Media Enabled

See Guidelines

**Note:** Opportunities may exist to target regionally

### Mobile 320×50 (Mobile Breakpoints)

- No expansion allowed
- No animation allowed
- Max initial load size – 50kb
- Subload max file size – 100k
- Acceptable formats: GIF, JPG, PNG
- Ad unit content must be clearly distinguishable from normal webpage content

Video enabled: no