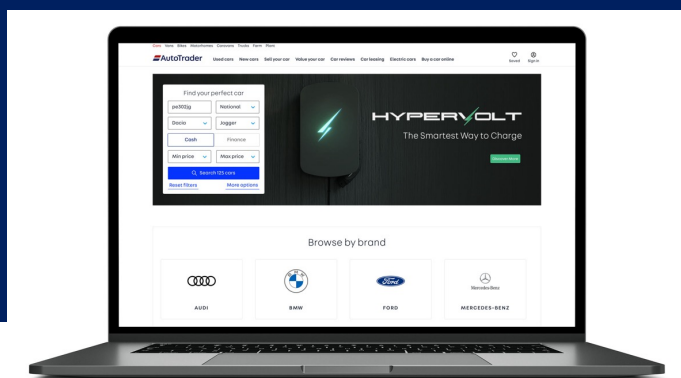


RESPONSIVE HOMEPAGE UNIT

High impact Responsive format delivered onto mobile & desktop Main homepage, designed to increase awareness & consideration and is available as a 24-hour tenancy .

- Assets will be displayed in both Retina and Non Retina on site.
- **Available only on the Main Autotrader Homepage from the 1st April 2023**
- All assets to be built using our bespoke PSD Template



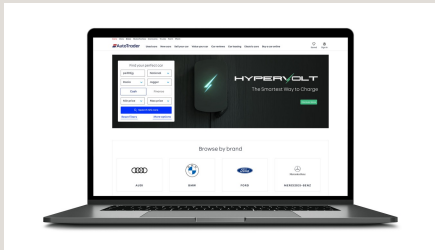
UNIT	DESKTOP	TABLET	MOBILE
FILES ACCEPTED	JPEG/PNG ONLY		
DIMENSIONS	2448x832	1950x966	1200x1662
MAX FILE SIZE	500KB	500KB	200KB
VIDEO/ANIMATION	NO		
CTA	CLICK TO AUTO TRADER PAGES ONLY		
LEAD TIME	5 WORKING DAYS		

Creatives must be supplied using our Responsive Template which can be downloaded below. The PSD template contains the relevant safe area/guides for all devices.

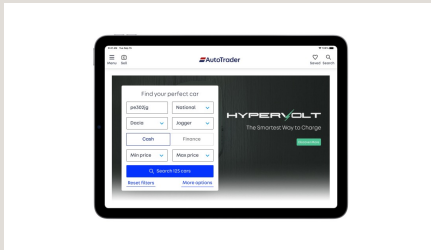
[PSD Template](#)



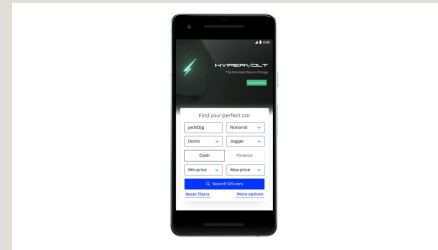
1024px and above Desktop*



600 - 1023px – Tablet*



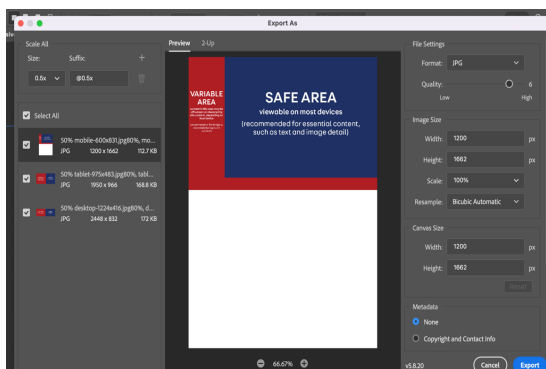
Below 600px – Mobile*



The templates are designed to support a majority of devices, but for a small percentage of the audience (between 600-768px and between 320-470px), the safe area does reduce, as the viewing area crops from the left, so please consider this in your design (weight your content to the right hand side of the safe-area on the tablet and mobile creatives).

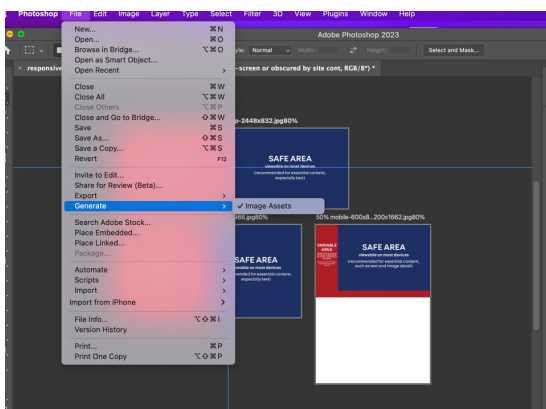
EXPORTING THE CREATIVES:

Once the images and text have been finalised, please use the export option in Photoshop. This will generate **six files required** which includes the non-retina sizes (at half the resolution).



EXPORT OPTION 1:

Generate (Certain Versions of Photoshop)- This will export, resize and name the files in a auto generated folder.



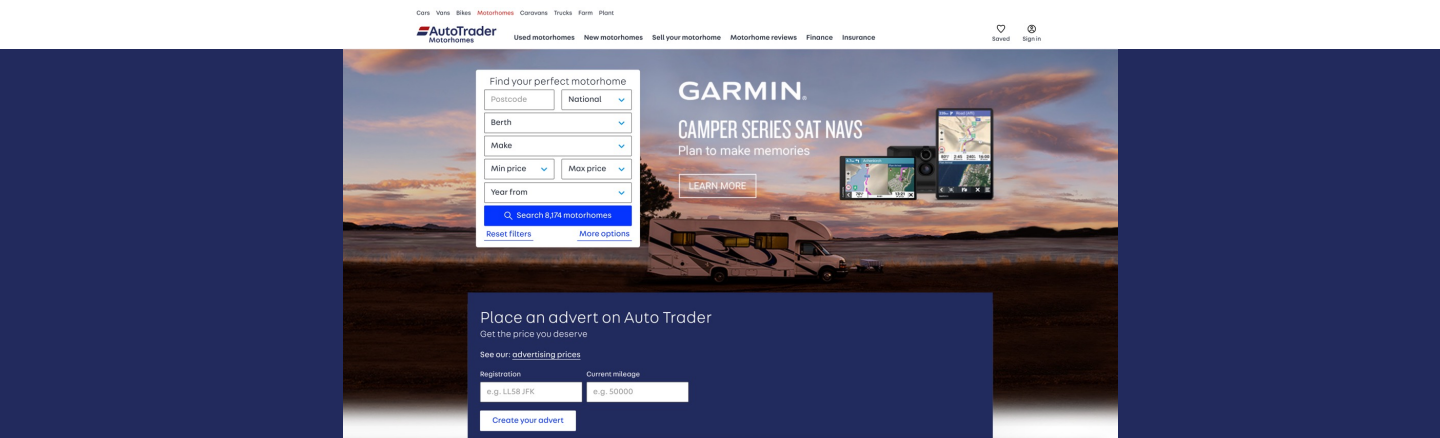
EXPORT OPTION 2:

Export as: If this option is available, please select size as 0.5x and export. This will name and generate the non retina image versions of the HPTO.

If renaming creative files, please keep the exported creatives in the naming structure e.g. Campaignname_desktop-2448x832 / Campaignname_desktop-1224x416

NON-CAR HOMEPAGE TAKEOVER

High impact format delivered onto mobile & desktop homepage, designed to deliver high performance on key metrics and is available as a 24-hour tenancy.



UNIT	DESKTOP SKIN	ACCOMPANYING ASSETS	MOBILE SKIN
FILES ACCEPTED	JPEG, PNG, GIF	TAGS, JPEG, PNG, GIF	JPEG, PNG, GIF
DIMENSIONS	1920x1054* SAFE AREA 120PX EACH SIDE ON THE SKIN FROM THE SITE FURNITURE	1024X382	750x422
ANIMATION	NO	YES - 15 SECS MAX 3 ROTATIONS MAX	NO
VIDEO	NO	YES - 30 SECS MAX PLAY AND DOWNLOAD OF VIDEO MUST BE USER INITIATED MAX VIDEO FILE SIZE OF 2MB	NO
MAX FILE SIZE	900KB MAX COMBINED FILE SIZE TRY TO SPLIT THIS AS EVENLY AS POSSIBLE AS THE FILE WEIGHT WILL AFFECT THE LOAD TIME ON PAGE		90KB MAX
LEAD TIME	5 WORKING DAYS FOR TESTING AND APPROVAL & ALL FINANCE OFFERS SHOULD BE FCA COMPLIANT		

*Safe area 120px each side on the skin from the site furniture.

PSD Template

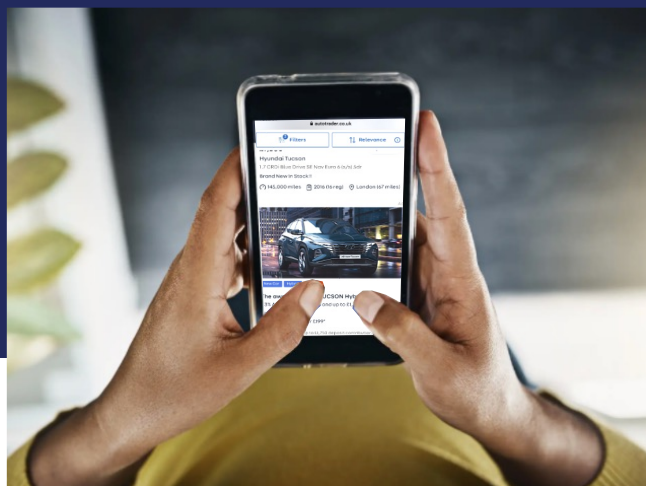


INSEARCH RESPONSE WEB

Our contextual Responsive native format that sits within our search results pages on desktop, mobile

InSearch Response is designed to deliver high CTR to external sites and brand hubs.

Available as a direct, CPM product or via programmatic guaranteed, typically targeted to audience, brand keywords and competitor keywords.



Response Template

	PRODUCT SPECIFICATION'S	RECOMMENDATIONS
IMAGE DIMENSIONS	1 X 16:9 MAX 150KB (1200x628 recommended)	File size no larger than 150kb. All images must be of the featured vehicle and no text within the image. Busy images will affect performance.
LOGO FILE SIZE	MAX 10KB (45X45 or 198x53 recommended)	Please supply logo only, any logo that contains supplementary text will be rejected
TITLE	MAX 40 CHARACTERS (Incl. spaces)	
SUBTITLE	MAX 58 CHARACTERS (incl. spaces)	This text will be displayed across Desktop and Mobile, please make sure this is not exceed as it may appear cropped on smaller devices.
ATTENTION GRABBER	MAX 45 CHARACTERS (incl. spaces)	Please use this text to highlight the key USP's of the car, this will aid performance of your advert
BODY	MAX 150 CHARACTERS (incl. spaces)	MIN 60 CHARACTERS (incl. spaces, anything under this limit will be rejected)
AD DESCRIPTION	MAX 15 CHARACTERS (incl. spaces, Min of one to be chosen)	There are two options, please select a minimum of one from the dropdown. This should reflect the detail in the advert text.
CALL TO ACTION (select one of the four options available)	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST	
LEAD TIME	5 WORKING DAYS	
TRACKING	IF YOU REQUIRE 3RD PARTY TRACKING, WE WILL NEED AN IMAGE BASED TRACKING PIXEL AND TRACKABLE CLICK THROUGH URL. ONLY 1 TRACKING PIXEL MAY BE USED	

*NATIVE COPY MUST BE FCA COMPLIANT, any copy that is deemed not to meet our specifications for optimal performance will be rejected. All Native adverts are in line with principles of the Coalition for Better Ads <https://www.betterads.org/>

INSEARCH RESPONSE APP

Our contextual native format sits within our search results pages in-app.

InSearch Response is designed to deliver high CTR to external sites and brand hubs.

Available as a direct, CPM product or via programmatic guaranteed, typically targeted to audience, brand keywords and competitor keywords.



[Response App Template](#)

	DESKTOP	MOBILE
IMAGE DIMENSIONS	1 x 16:9 (1200x628 recommended)	1 x 16:9 (1200x628 recommended)
IMAGE FILE SIZE	MIN 80KB / MAX 150KB	MIN 80KB / MAX 150KB
LOGO FILE SIZE	MAX 10KB (45x45 recommended)	MAX 10KB (45x45 recommended)
TITLE	MAX 40 CHARACTERS (incl. spaces)	MAX 40 CHARACTERS (incl. spaces)
SUBTITLE	MAX 75 CHARACTERS (incl. spaces)	-
BODY	MIN 60 / MAX 100 (Incl. spaces)	MIN 60 / MAX 100 (Incl. spaces)
CALL TO ACTION (select one of the four options available)	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST
LEAD TIME	5 WORKING DAYS	5 WORKING DAYS
TRACKING	Only click tracking is allowed in app, we do not allow any third party impression or viewability pixels. All impression and viewability data will be provided upon request.	

NATIVE COPY AND ALL FINANCE OFFERS MUST BE FCA COMPLIANT

INSEARCH VIDEO

Our contextual native format sits within our search results pages on desktop, mobile and in-app.

InSearch Video is designed to showcase your brands features using high quality video.

Available as a direct CPM product typically targeted to audience, brand keywords and competitor keywords.

NOTE: Creative should be understood with the sound off

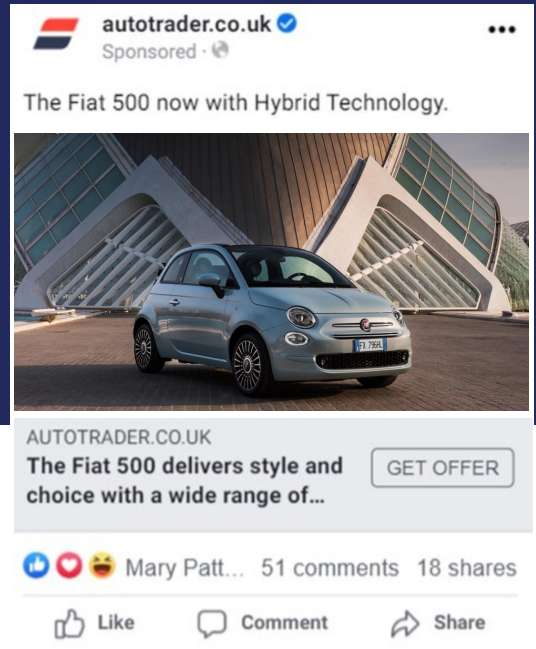


	DESKTOP	MOBILE
VIDEO DIMENSIONS	1 x 16:9 (1280x720 recommended)	1 x 16:9 (1280x720 recommended)
VIDEO FILE SIZE	MAX 30MB	MAX 30MB
VIDEO DELIVERY	VAST 4.0 OR LOWER MP4 (LOCALLY HOSTED)	VAST 4.0 OR LOWER MP4 (LOCALLY HOSTED)
VIDEO DURATION	10sec	10sec
TITLE	MAX 40 CHARACTERS (Incl. spaces)	
SUBTITLE	MAX 58 CHARACTERS (incl. spaces)	This text will be displayed across Desktop and Mobile, please make sure this is not exceed as it may appear cropped on smaller devices.
ATTENTION GRABBER	MAX 45 CHARACTERS (incl. spaces)	Please use this text to highlight the key USP's of the car, this will aid performance of your advert
BODY	MAX 150 CHARACTERS (incl. spaces)	MIN 60 CHARACTERS (incl. spaces, anything under this limit will be rejected)
AD DESCRIPTION	MAX 15 CHARACTERS (incl. spaces, Min of one to be chosen)	There are two options, please select a minimum of one from the dropdown. This should reflect the detail in the advert text.
CALL TO ACTION (select one of the four options available)	LEARN MORE GET OFFER BOOK A TEST DRIVE REGISTER YOUR INTEREST	
LEAD TIME	5 WORKING DAYS	
TRACKING	IF YOU REQUIRE 3RD PARTY TRACKING, WE WILL NEED AN IMAGE BASED TRACKING PIXEL AND TRACKABLE CLICK THROUGH URL. ONLY 1 TRACKING PIXEL MAY BE USED	

SOCIAL

We have created a number of social assets to support your brand marketing activity.

Tailored to your campaign and targeted to a mix of Auto Trader and social audiences, these social creatives will drive engaged car buyers to external sites and brand hubs.



	STANDARD CARD	CAROUSEL (FACEBOOK/ INSTAGRAM)	SOCIAL VIDEO
IMAGE DIMENSIONS	600x600/1080x1080 1:1 ASPECT RATIO	600x600/1080x1080 1:1 ASPECT RATIO, 2+ IMAGES REQUIRED	600x600/1080x1080 1:1 ASPECT RATIO
IMAGE FILE SIZE	MIN 30KB / MAX 120KB JPG/PNG	MIN 30KB / MAX 120KB JPG/PNG	4GB MAX 30 sec max
HEADLINE	40 CHARACTERS (incl. spaces)	40 CHARACTERS (incl. spaces)	40 CHARACTERS (incl. spaces)
PRIMARY	125 CHARACTERS (incl. spaces)	125 CHARACTERS (incl. spaces)	125 CHARACTERS (incl. spaces)
CALL TO ACTION	LEARN MORE APPLY NOW BOOK NOW CONTACT US DOWNLOAD GET OFFER GET QUOTE	LEARN MORE APPLY NOW BOOK NOW CONTACT US DOWNLOAD GET OFFER GET QUOTE	LEARN MORE APPLY NOW BOOK NOW CONTACT US DOWNLOAD GET OFFER GET QUOTE
LEAD TIME	5 WORKING DAYS	5 WORKING DAYS	5 WORKING DAYS
TRACKING	3 RD PARTY TRACKERS ONLY, IMPRESSION TRACKING CURRENTLY NOT AVAILABLE		

BRAND SAFETY

We take brand safety and privacy very seriously and work closely with industry bodies such as AOP, IAB, TAG and Sourcepoint to protect user privacy and uphold GDPR compliance.

We have strict internal policies that we adhere to for all digital advertising campaigns we manage. All digital advertising campaigns are managed by our in-house campaign management team using the latest technology.

Bookings placed on Auto Trader are placed in a high quality, brand safe environment for advertisers with no user generated content or any non-automotive video content.

Bookings will be placed alongside private and trade advertisements. Each advertisement has been approved by our in-house teams and sellers must adhere to our [terms and conditions](#)

TAKE DOWN POLICY

In the unfortunate event that an advertisement is displayed against content that is considered inappropriate we will remove the advertisement no more than 24 hours from when the notification is received. Upon the notification being received, our campaign management team will work directly with internal team to remove any activity deemed in breach of contractual obligations.

If you have any concerns about any Display Advertising on Auto Trader, please contact campaign.management@autotrader.co.uk.