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HOMEPAGE TAKEOVER
RULES AND BEST PRACTICE

RULES

- Do not use any Auto Trader elements within your design.
- Make sure the background of your creative is not white – there should be a contrast between this and our site.
- Any video used must be user initiated.
- Ensure the bottom of your creative finishes in a single, solid colour as we will set the rest of our site background to this.
- Ensure, when creating either the top unit or billboard, that logos do not sit flush to the top edge – there should be padding between this and the navigation on site.
- Do not use optical illusions within the design, this leads to a poor user experience and will not be passed by UX.
- The following should not be used to create any artwork displaying on Auto Trader:
  - Nudity
  - Profanity or adult humor
  - Illegal drugs, weapons or firearms
  - Racism or xenophobic material

BEST PRACTICE

- Use a simple, focused message.
- Avoid red call to actions, these can be confused with the Auto Trader action buttons.
- Too many elements (logos, call to actions, imaged, etc.) make the creative harder for the user to digest. We would suggest a maximum of four.
- Keeping elements grouped will focus the user’s attention.
- Make sure all copy is at a readable size.
A Tier 1 HPTO is our premium takeover desktop package, this gives an advertiser a large presence on the Auto Trader homepage, especially around our quick search functions.

This package is only available to vehicle manufacturers.

Our PSD templates will help you create the perfect takeover for your brand. We recommend your main message, elements and call to actions remain within the width of the site, and are displayed within the “Masthead” and “Cover Unit” areas.

This ensures users viewing the site on a tablet still see the main messaging. All other copy should remain within the safe area, this extends 128px from the site content edges. This will ensure that a majority of users will see it.

**DIMENSIONS (w x h)**

Skin: 1920x1200px
Safe Area: 1280px
Top Unit: 1024x198px
Cover Unit: 1024x382px

Key:
- Top Unit
- Cover Unit

FOR ANY GENERAL ENQUIRIES, PLEASE CONTACT CAMPAIGNMANAGEMENT@AUTOTRADER.CO.UK
# Homepage Takeover
## Tier 1 Specs

<table>
<thead>
<tr>
<th><strong>Unit</strong></th>
<th><strong>Desktop Skin</strong></th>
<th><strong>Accompanying Assets</strong></th>
<th><strong>Mobile Skin</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Files Accepted</strong></td>
<td>JPEG, PNG, GIF</td>
<td>TAGS, JPEG, PNG, GIF</td>
<td>JPEG, PNG, GIF</td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
<td>1920x1200</td>
<td>1024x198 AND 1024x382</td>
<td>750x422</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>NO</td>
<td>YES – 15 Secs Max 3 Rotations Max</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Video</strong></td>
<td>NO</td>
<td>YES – 30 Secs Max Play and Download of Video Must Be User Initiated Max Video File Size of 2MB</td>
<td>NO</td>
</tr>
<tr>
<td><strong>Max File Size</strong></td>
<td>900KB Max Combined File Size Try to split this as evenly as possible as the file weight will affect the load time on page</td>
<td>90KB Max</td>
<td></td>
</tr>
<tr>
<td><strong>Click Throughs</strong></td>
<td>Supplied at delivery</td>
<td>Supplied at delivery or via creative tag</td>
<td>Supplied at delivery</td>
</tr>
<tr>
<td><strong>Lead Time</strong></td>
<td></td>
<td>5 Working Days</td>
<td></td>
</tr>
</tbody>
</table>

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.

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For any general enquiries, please contact campaignmanagement@autotrader.co.uk
Our second desktop takeover package gives an advertiser billboard and skin opportunities on the Auto Trader homepage. With this package, the area around the search form is used for product and editorial promotion.

This package is available to vehicle manufacturers and other select partners.

Our PSD templates will help you create the perfect takeover for your brand. We recommend your main message, elements and call to actions remain within the width of the site, and are displayed within the “Masthead” and “Cover Unit” areas.

This ensures users viewing the site on a tablet still see the main messaging. All other copy should remain within the safe area, this extends 128px from the site content edges. This will ensure that a majority of users will see it.

DIMENSIONS (w x h)

Skin: 1920x1200px
Safe Area: 1280px
Billboard: 970x250px

Key:

☐ Billboard
# HOMEPAGE TAKEOVER
## TIER 2 SPECS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DESKTOP SKIN</th>
<th>BILLBOARD</th>
<th>MOBILE SKIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>FILES ACCEPTED</td>
<td>JPEG, PNG, GIF</td>
<td>TAGS, JPEG, PNG, GIF</td>
<td>JPEG, PNG, GIF</td>
</tr>
<tr>
<td>DIMENSIONS</td>
<td>1920x1200</td>
<td>970x250</td>
<td>750x422</td>
</tr>
<tr>
<td>ANIMATION</td>
<td>NO</td>
<td>YES - 15 SECS MAX 3 ROTATIONS MAX</td>
<td>NO</td>
</tr>
<tr>
<td>VIDEO</td>
<td>NO</td>
<td>YES - 30 SECS MAX PLAY AND DOWNLOAD OF VIDEO MUST BE USER INITIATED MAX VIDEO FILE SIZE OF 2MB</td>
<td>NO</td>
</tr>
<tr>
<td>MAX FILE SIZE</td>
<td>600KB MAX COMBINED FILE SIZE TRY TO SPLIT THIS AS EVENLY AS POSSIBLE AS THE FILE WEIGHT WILL AFFECT THE LOAD TIME ON PAGE</td>
<td>90KB MAX</td>
<td></td>
</tr>
<tr>
<td>CLICK THROUGHS</td>
<td>SUPPLIED AT DELIVERY</td>
<td>SUPPLIED AT DELIVERY OR VIA CREATIVE TAG</td>
<td>SUPPLIED AT DELIVERY</td>
</tr>
<tr>
<td>LEAD TIME</td>
<td></td>
<td>5 WORKING DAYS</td>
<td></td>
</tr>
<tr>
<td>TRACKING</td>
<td>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</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For any general enquiries, please contact campaignmanagement@autotrader.co.uk
When putting together the assets for a homepage takeover, there are two methods most commonly used.

Over the next few pages we will outline these to help you put this together in the best way possible.

We also have templates to help with the construction of each method.

**METHOD 1**

This method requires just two assets – the skins. When building the desktop skin, all elements that build up the HPTO would be included on the one image asset.

For example, if you needed to deliver assets for a Tier 1 it would require a desktop skin (1920x1200) and a mobile skin (750x422) alongside tracking tags.

This allows for a seamless feel across all areas of the takeover to be achieved easier.

**METHOD 2**

This method requires all assets be supplied as individual elements.

Taking the same example above, this method would result in the supply of a Top Unit (1024x198), Cover Unit (1024x382), the desktop skin (1920x1200) and the mobile skin (750x422)

This could then be supplied as two tags and images (for the skins) or all as images, accompanied with tracking tags.

This method works where advanced animation or video are required.

**METHOD 3**

Alternatively, you can use a combination of the above methods, utilising a single skin to cover all areas of the background and accompanying this with creative tags for the Top & Cover Units to provide added functionality or interactivity to the takeover.

Again, taking the same example, supply of a skin using all areas of the takeover to build a seamless background – overlaying video within the Cover Unit and call to action in the Top Unit.

If required, examples can be supplied.
Desktop Homepage Takeover Skin – Method 1

Overall Dimensions = 1920px by 1200px (width by height)
Site Content = 1024px by 620px (width by height)
Top and Cover Units (Blue Areas) = 1024px by 580px (width by height)
Safe Areas (Blue Areas) = 128px (width)
Extended Area (Green Areas) = 320px (width)
File Type = Static JPG/GIF/PNG

Please make sure to use the templates in order to account for the search functionality on the site.
Please make sure that the bottom of the creative finishes in a single, solid colour. We will set the remainder of the Auto Trader background to the same to ensure continuity.
Desktop Homepage Takeover Skin – Method 1

Overall Dimensions = 1920px by 1200px (width by height)
Site Content = 1024px by 620px (width by height)
Billboard area (Blue Areas) = 1024px by 250px (width by height)
Safe Areas (Blue Areas) = 128px (width)
Extended Area (Green Areas) = 320px (width)
File Type = Static JPG/GIF/PNG

Please make sure to use the templates in order to account for the search functionality on the site.

Please make sure that the bottom of the creative finishes in a single, solid colour. We will set the remainder of the Auto Trader background to the same to ensure continuity.

FOR ANY GENERAL ENQUIRIES, PLEASE CONTACT CAMPAIGNMANAGEMENT@AUTOTRADER.CO.UK
Desktop Homepage Takeover Skin – Method 2

Overall Dimensions = 1920px by 1200px (width by height)

  Site Content = 1024px (width)

  Safe Area (Blue Areas) = 128px (width)

  Extended Area (Green Areas) = 320px (width)

File Type = Static JPG/GIF/PNG

Please make sure to use the templates in order to account for the search functionality on the site.

Please make sure that the bottom of the creative finishes in a single, solid colour. We will set the remainder of the Auto Trader background to the same to ensure continuity.
Desktop Homepage Takeover Cover Unit – Method 2

Only necessary for a Tier 1 Takeover

Overall Dimensions = 1024px by 382px (width by height)  
Safe Area / Critical copy (Blue Area) = 655px by 382px (width by height)  
Non-Critical Design Elements = 369px by 382px (width by height)  
Site Functionality = 336px by 360px  
This section sites 16 pixels from the top left edge of the cover unit, design aspects in this area will not be seen. However, it is advisable to continue the background design into this area to avoid any misalignment  
File Type = Tag/JPG/GIF/PNG
Mobile Homepage Takeover Skin

Overall Dimensions = 750px by 422px (width by height)
Max File Size = 90kb
File Type = Static JPG/GIF/PNG
# INSEARCH Response SPECS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DESKTOP</th>
<th>MOBILE (RESPONSE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMAGE DIMENSIONS</td>
<td>Desktop – 4:3 (400x300)</td>
<td>Mobile 16:9 (1200x628)</td>
</tr>
<tr>
<td></td>
<td>IMAGE MUST NOT INCLUDE ANY TEXT OR LOGOS.</td>
<td></td>
</tr>
<tr>
<td>IMAGE FILE SIZE</td>
<td>Desktop – MIN 30KB, MAX 60KB</td>
<td>Mobile – MIN 80KB, MAX 160KB</td>
</tr>
<tr>
<td></td>
<td>USE MINIMAL PADDING WHEN SUPPLYING THIS – OUR TEMPLATE DISPLAYS THIS FOR BEST VISIBILITY</td>
<td></td>
</tr>
<tr>
<td>LOGO FILE SIZE</td>
<td>Recommended 45x45, MAX 10KB</td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>MAX 40 CHARACTERS (incl spaces)</td>
<td>MAX 40 CHARACTERS (incl spaces)</td>
</tr>
<tr>
<td>SUBTITLE</td>
<td>MAX 75 CHARACTERS (incl spaces)</td>
<td>N/A</td>
</tr>
<tr>
<td>BODY</td>
<td>MAX 100 CHARACTERS (incl spaces)</td>
<td>MAX 100 CHARACTERS (incl spaces)</td>
</tr>
<tr>
<td>CALL TO ACTION</td>
<td>LEARN MORE, GET OFFER, BOOK A TEST DRIVE, REGISTER YOUR INTEREST</td>
<td>LEARN MORE, GET OFFER, BOOK A TEST DRIVE, REGISTER YOUR INTEREST</td>
</tr>
<tr>
<td>LEAD TIME</td>
<td>5 WORKING DAYS</td>
<td></td>
</tr>
<tr>
<td>TRACKING</td>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>

**NATIVE COPY MUST BE FCA COMPLIANT** – FOR MORE INFORMATION, PLEASE SEE THE [FCA WEBSITE](#).

Dependent on device type and screen width, the text length displayed will be shorter. If you would like to guarantee all text shows on all devices, please use the following character limits.

For any general enquiries, please contact
CAMPAIGNMANAGEMENT@AUTOTRADER.CO.UK
RULES

- Image must be a vehicle.
- Images should not include logos or text.
- Copy should not include URLs as these will not be independently clickable.
- Follow The character limits as above

BEST PRACTICE

- Use a simple, focused message - give the user a reason to click and learn more.
- Viewable characters differ depending on screen/window size, please start your copy with the most important information.
- Where possible show the front of the car, ideally pointing towards the main body of the ad.
- Keep the call to action short and punchy - “Learn more”, “View offer now”, “Find out more”
- Use minimal padding on the logo - this is added in via the template. This will ensure that it displays at the best size possible on the device it is viewed on.
- Include a reference to it being a “New Car”, this provides context to the user.
- Try to use a feature led copy, highlighting the USP’s of the car.
- Where possible include a monthly payment, finance or deposit contribution message.
- Try to include the make and model of the car within the heading.
- Native copy must be FCA compliant – for more information, please see the FCA Website.
<table>
<thead>
<tr>
<th>VIDEO</th>
<th>DESKTOP</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIDEO DIMENSIONS</td>
<td>1 x 16:9</td>
<td>1 x 16:9</td>
</tr>
<tr>
<td></td>
<td>(1280x720 recommended)</td>
<td></td>
</tr>
<tr>
<td>VIDEO FILE</td>
<td>SIZE - MAX 30MB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>VAST 4.0 OR LOWER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MP4 (LOCALLY HOSTED)</td>
<td></td>
</tr>
<tr>
<td>LOGO FILE SIZE</td>
<td>Recommended 45x45, MAX10KB</td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>MAX 40 CHARACTERS (incl spaces)</td>
<td>MAX 40 CHARACTERS (incl spaces)</td>
</tr>
<tr>
<td>BODY</td>
<td>MAX 100 CHARACTERS (incl spaces)</td>
<td>MAX 100 CHARACTERS (incl spaces)</td>
</tr>
<tr>
<td>CALL TO ACTION (select one of the 4 options)</td>
<td>LEARN MORE, GET OFFER, BOOK A TEST DRIVE, REGISTER YOUR INTEREST</td>
<td>LEARN MORE, GET OFFER, BOOK A TEST DRIVE, REGISTER YOUR INTEREST</td>
</tr>
<tr>
<td>LEAD TIME</td>
<td>5 WORKING DAYS</td>
<td>5 WORKING DAYS</td>
</tr>
<tr>
<td>TRACKING</td>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>
IMPORTANT INFORMATION

DELIVERY DEADLINES

Each of the previous specification pages document the lead time for creatives to arrive at Auto Trader – these are in place to ensure creative match the specs stated and that there are no changes that will need to be made prior to the creative going live on the site.

This is particularly important when setting up a homepage takeover due to the variety of components required to set this up.

DELIVERY OF THIRD PARTY TAGS

All creative supplied via third party tags are required to be secure (SSL compatible).

Any tag supplied that does not adhere to this will be sent back with the request for it to be converted/re-exported as such.

This also applies to any tracking that you wish to embed or supply alongside the creative.

We strongly recommend that content verification blocking tags are not used across Auto Trader. Content verification blocking tags prevent campaign managers from previewing and approving creative before campaign, additionally usage can severely slow down campaign go-live, campaign performance and user experience. If content verification tags are being used we will contact buyer and 3rd party to have them removed ahead of campaign go-live.

AUDIENCE SEGMENT PIXELS

Tags used for campaign reporting and analytics at an aggregated level may be used on campaigns running on Auto Trader’s website and/or on Auto Trader audience extension solutions.

Tags that are used for data collection and data modelling, including the creation of audience segments for re-targeting and look-a-like modelling for current and future campaign activity, are not permitted. Any campaigns with inappropriate tags will be flagged & paused until new assets can be provided. Auto trader accepts no responsibility for inappropriate data usage outside of these guidelines.

THIRD PARTY DATA REPORTS

Please ensure that reports are set up and automatically sent through to campaignmanagement@autotrader.co.uk & the relevant account managers. This will help ensure discrepancy checks are done in a timely manner.
IMPORTANT INFORMATION

BRAND SAFETY POLICY

Auto Trader is the UK’s largest digital automotive marketplace and takes advertiser brand safety very seriously. In order to achieve that and minimize the risk of misplaced ads we have strict internal policies that we adhere to for all campaigns we manage.

All digital advertising campaigns are managed by our in-house campaign management team using the latest technology and verification techniques.

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

Ads may be placed alongside Trade / Private sellers classified adverts. These adverts have been vetted by our in-house team and sellers agree to our terms and conditions found here: https://selling.autotrader.co.uk/terms-and-conditions

Ads placed on third party sites operate against white list and all third-party sites are verified before use. For all campaigns run offsite we use contextual verification software for brand safety on a pre-bid basis, to ensure a brand safe environment. Additionally, Auto Trader only work with DTSG Certified companies when buying advertising offsite.

In the unfortunate event that an ad is displayed on content that is considered inappropriate, Auto Trader will remove this advert within no more than 24 hours. Upon raising this issue our campaign management team will work directly with the appropriate teams to remove any activity deemed in breach of contractual obligations.

Auto Trader partners with third party technologies including Doubleclick to deliver efficient media buying.