

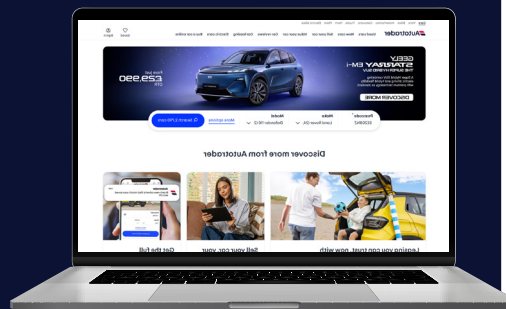


# Ad Specs

# Responsive Homepage Unit

The high-impact responsive format is deployed on both mobile and desktop homepages across all Auto Trader platforms. This design aims to enhance awareness and consideration, and it is available as a 24-hour tenancy.

- Assets will be displayed in both Retina and Non-Retina on site.
- All Responsive Homepage Units are to click through to Auto Trader pages only.
- All assets to be built using our PSD template/ Guide and verified with the HPTO Checker Tool before submitting.
- All Creatives must be supplied at least 5 working days before planned go live.



3 assets are required for a Responsive Homepage unit. Below details what is needed for Desktop, Mobile & Tablet:

Device	Pixels	File Type	File Size
Desktop (Wide)	1836x584	JPG/PNG only	500KB max
Tablet (Medium)	1320x577	JPG/PNG only	500KB max
Mobile (Narrow)	696x420	JPG/PNG only	300KB max

## How To Build, Test and Supply Assets:

Please follow these steps to ensure a smooth review and avoid revision delays.

### 1. Build with the PSD Template

Download the Responsive PSD Template below. It contains the exact safe areas and layout guides needed for all devices.

Download and review the Homepage Best Practice Guide below for asset specs, file structuring, and design guidance rules.

### 2. Verify with the Checklist

Run through the Creative Checklist to ensure all required elements and technical specs are complete before submitting.

### 3. Test the Live Preview

Crucial Step: Download and unzip the HPTO Checker zip file below. Open the index.html file in your browser to preview and test layouts, assets, and functionality in context.

[PSD Template](#)

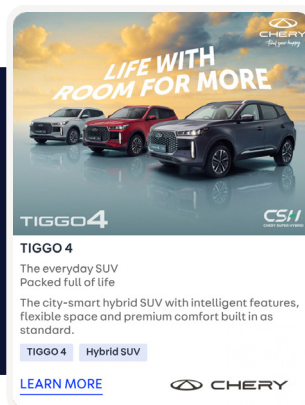
[Design Guide](#)

[HPTO Checker](#)

# InSearch Response Web

Our contextual responsive native format that sits within our search results pages on desktop and mobile web.

- InSearch Response is designed to deliver high CTR to external sites, stock searches and brand hubs.
- Available as a direct, CPM product or via programmatic guaranteed, typically targeted to audience, brand keywords and competitor keywords.



Response Template

Asset	Pixels	File Type	File Size
Desktop/Mobile	800x600	JPG/PNG only	150KB max
Brand Logo	250x40	JPG/PNG only	150KB max

## Creative Best Practice

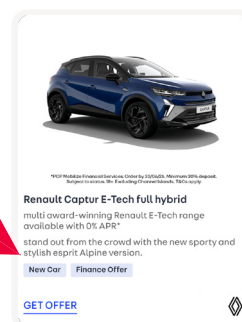
- Creative must be of the featured vehicle
- Minimal to no text to appear on the image
- Brand logo only. No additional text
- Body copy to contain at least 60 character
- Please fill in all copy template fields

Auto Trader InSearch Responsive Template

Make	Model
Title	0/40
Subtitle	0/40
Attention Grabber	0/40
Body- (Min 60 Characters)	0/120
CTA	

[Add Another](#)

The content above is taken from the ad creative as of 07/20/2024. Notes: Subtitle/Attention Grabber must be a key product feature or offer related to the promoted Car/Van. Ad description should be a short identifier the type of offer and Car being promoted.



NATIVE COPY MUST BE FCA COMPLIANT, any copy that is deemed not to meet our specifications for optimal performance will be rejected .

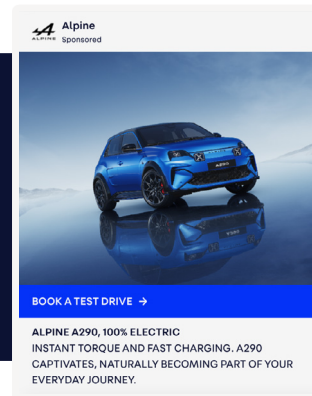
All Native adverts are in line with principles of the Coalition for Better Ads <https://www.betterads.org/>

To ensure optimal performance, we recommend approving all campaign creatives within five working days of launch and adhering to our creative guidelines. Delays may require a reassessment of availability.

# 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

Asset	Pixels	File Type	File Size
Mobile	1200x628	JPG/PNG only	150KB max
Brand Logo	45x45	JPG/PNG only	150KB max

## Creative Best Practice

- Creative must be of the featured vehicle
- Brand logo only. No additional text
- Minimal to no text to appear on the image
- Body copy to contain at least 60 characters

NATIVE COPY MUST BE FCA COMPLIANT, any copy that is deemed not to meet our specifications for optimal performance will be rejected .

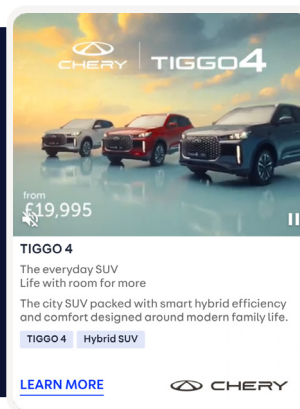
All Native adverts are in line with principles of the Coalition for Better Ads <https://www.betterads.org/>

To ensure optimal performance, we recommend approving all campaign creatives within five working days of launch and adhering to our creative guidelines. Delays may require a reassessment of availability.

# Insearch Video

Our contextual native format sits within our search results pages on desktop and mobile web.

- 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.**



Copy Template

Asset	Pixels	File Type	File Size
Video File Size	4:3 ratio	MP4/MOV	30MB max
Video Duration	-	-	5-15 sec
Brand Logo	250x40	JPG/PNG only	150KB max

## Creative Best Practice

- Key message and branding landed within first 5 seconds
- Brand logo visible throughout where possible
- Fast-paced, exciting and tells a story
- Please fill in all copy template fields

NATIVE COPY MUST BE FCA COMPLIANT, any copy that is deemed not to meet our specifications for optimal performance will be rejected .

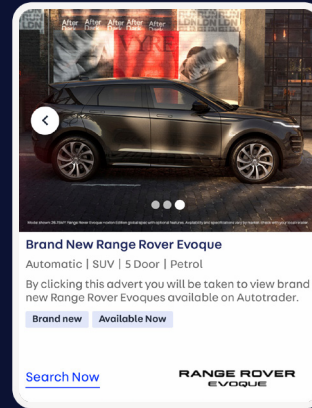
All Native adverts are in line with principles of the Coalition for Better Ads <https://www.betterads.org/>

To ensure optimal performance, we recommend approving all campaign creatives within five working days of launch and adhering to our creative guidelines. Delays may require a reassessment of availability.

# Stock Conquest

Native placement designed to drive awareness and boost engagement for New Car stock on desktop and mobile web.

- Solution designed to showcase your brand in a unique and engaging manner.
- Available as a direct CPM product or via programmatic guaranteed, typically targeted to audience, and competitor keywords.
- 3 assets required to form the carousel style format.
- Click-through to Brand New stock only on Autotrader site.



Asset	Pixels	File Type	File Size
Desktop/Mobile	800x600 (x3)	JPG/PNG only	150KB max
Brand Logo	250x40	JPG/PNG only	150KB max

## Carousel Creative Example:

1

**Brand New Range Rover Evoque**  
Automatic | SUV | 5 Door | Petrol  
By clicking this advert you will be taken to view brand new Range Rover Evoques available on Autotrader.  
[Brand new](#) [Available Now](#)  
[Search Now](#) **RANGE ROVER EVOQUE**

2

**Brand New Range Rover Evoque**  
Automatic | SUV | 5 Door | Petrol  
By clicking this advert you will be taken to view brand new Range Rover Evoques available on Autotrader.  
[Brand new](#) [Available Now](#)  
[Search Now](#) **RANGE ROVER EVOQUE**

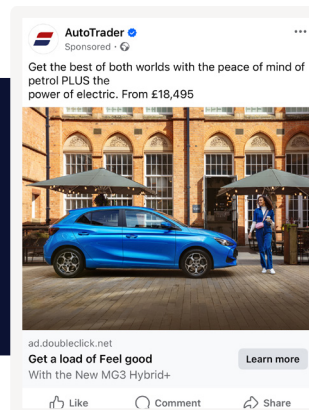
3

**Brand New Range Rover Evoque**  
Automatic | SUV | 5 Door | Petrol  
By clicking this advert you will be taken to view brand new Range Rover Evoques available on Autotrader.  
[Brand new](#) [Available Now](#)  
[Search Now](#) **RANGE ROVER EVOQUE**

# 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 Internal stock pages and brand hubs only.



## Meta

	Static	Carousel	Video
<b>Format</b>	1:1 9:16 accepted for reels/ stories	1:1 3 – 5 assets required	1:1
<b>Pixels</b>	1080x1080 or 1080x1350 1080x1920 (Instagram)	1080x1080 or 800x800	-
<b>File Size</b>	130KB	130KB max	4GB max
<b>Video Duration</b>	-	-	5-15 sec
<b>Headline</b>		40 characters max	
<b>Primary</b>		125 characters max	
<b>Recommended CTAs</b>		Learn More, Get Offer	

### Static Social Card Best Practice:

- For overall performance please supply at least three different sets of copy or text
- Supply both 1080x1080 & 1080x1920 sizes
- Keep All Ad copy focused on the message you want to convey. Meta advertising Standards can be found [here](#)

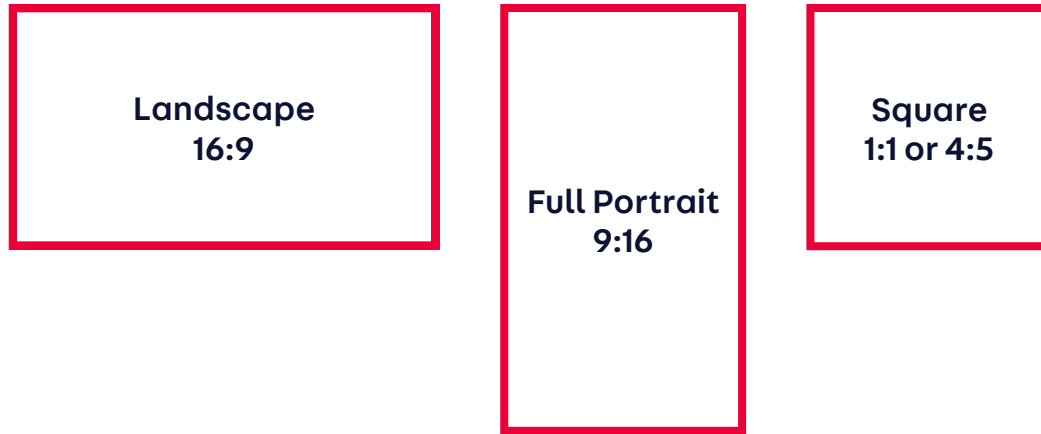
### Video Best Practice:

- Key message and branding landed within first 5 seconds
- Fast-paced, exciting and tells a story
- Brand logo visible throughout

# YouTube Video

File Format	Recommended Length	Ad Serving Tags
1 video 16:9 (MP4 preferred)	6-30 seconds	Accepted For programmatic video
9:16 and 4:5 accepted for shorts if required		Not accepted for YouTube

## Format Guide:



## Creative Best Practice

- Key message and branding landed within first 5 seconds
- Brand logo visible throughout
- Fast-paced, exciting and tells a story

## 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 Autotrader 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 Autotrader, please contact [campaign.management@autotrader.co.uk](mailto:campaign.management@autotrader.co.uk).

