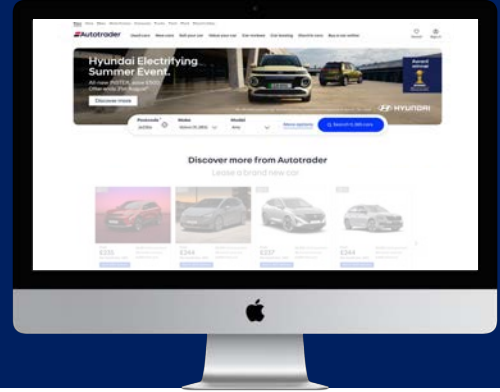


RESPONSIVE HOMEPAGE UNIT

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 bespoke PSD Template
- All Creatives must be supplied at least 5 working days before planned go live.



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

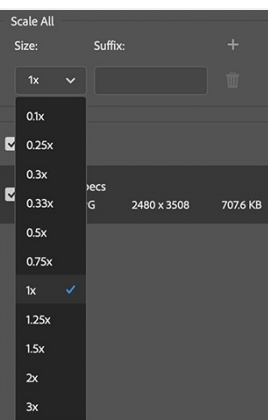
DEVICE	PIXELS	FILE TYPE	FILE SIZE
DESKTOP (Wide)	1836x584	JPEG/PNG ONLY	500KB MAX
MOBILE (Narrow)	696x420	JPEG/PNG ONLY	500KB MAX
TABLET (Medium)	1320x577	JPEG/PNG ONLY	500KB MAX

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](#)

HOW TO EXPORT:

When exporting your assets, please export as 1x scale. This will give you all 6 assets needed for this placement.



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	JPEG/PNG ONLY	150KB MAX
BRAND LOGO	250x40	JPEG/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 characters
- Please fill in all copy template fields.

COPY TEMPLATE EXAMPLE:

Desktop & Mobile		
Title	Discovery. For adventures together.	35/40
Subtitle	Exceptionally versatile. Available now.	39/40
Attention Grabber	Flexible storage and seating for up to 7.	41/40
Body- (Min 60 Character's)	Never stop discovering. Smart storage plus extensive off-road and towing capability.	84/120
CTA	LEARN MORE	

Formats: Insearch

Ad description: Diesel 6/15

Ad description: New Car 7/15

Discovery. For adventures together. Exceptionally versatile. Available now. Flexible storage and seating for up to 7. Never stop discovering. Smart storage plus extensive off-road and towing capability.

LEARN MORE

LOGO

The example above shows how the ad should look on a desktop screen. 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 to the type of offer and Car being promoted.

Ad



Discovery. For adventures together.

Exceptionally versatile. Available now. Flexible storage and seating for up to 7.

Never stop discovering. Smart storage plus extensive off-road and towing capability.*

Diesel New Car

[Learn more](#)

LAND ROVER
DISCOVERY

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, stock searches and brand hubs.

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

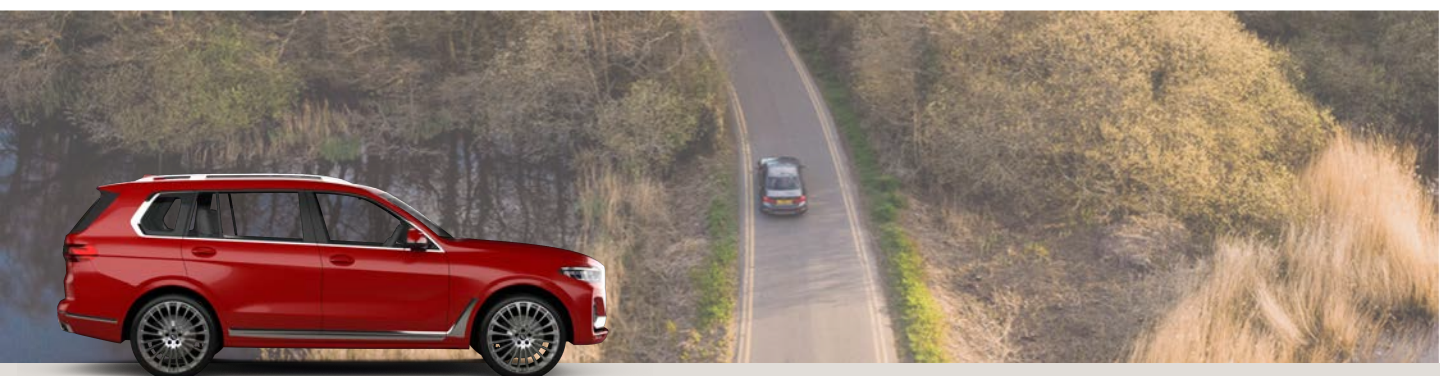
Response App Template



ASSET	PIXELS	FILE TYPE	FILE SIZE
MOBILE	1200x628	JPEG/PNG ONLY	150KB MAX
BRAND LOGO	45x45	JPEG/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 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.

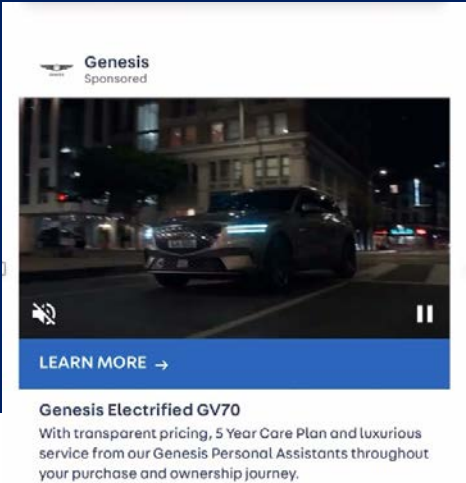
INSEARCH VIDEO

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	JPEG/PNG ONLY	150KB MAX

CREATIVE BEST PRACTICE:

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



Brand New Range Rover Velar
Automatic | SUV | 5 Door | Petrol

By clicking this advert you will be taken to view brand new Range Rover Velars available on Auto Trader.

[Brand new](#) [Available Now](#)

[Search Now](#)

RANGE ROVER
VELAR

ASSET	PIXELS	FILE TYPE	FILE SIZE
DESKTOP/MOBILE	800x600 (x3)	JPEG/PNG ONLY	150KB MAX
BRAND LOGO	250x40	JPEG/PNG ONLY	150KB MAX

CAROUSEL CREATIVE EXAMPLE:

Ad

1

Brand New Range Rover Velar
Automatic | SUV | 5 Door | Petrol

By clicking this advert you will be taken to view brand new Range Rover Velars available on Auto Trader.

[Brand new](#) [Available Now](#)

[Search Now](#) **RANGE ROVER**
VELAR

Ad

2

Brand New Range Rover Velar
Automatic | SUV | 5 Door | Petrol

By clicking this advert you will be taken to view brand new Range Rover Velars available on Auto Trader.

[Brand new](#) [Available Now](#)

[Search Now](#) **RANGE ROVER**
VELAR

Ad

3

Brand New Range Rover Velar
Automatic | SUV | 5 Door | Petrol

By clicking this advert you will be taken to view brand new Range Rover Velars available on Auto Trader.

[Brand new](#) [Available Now](#)

[Search Now](#) **RANGE ROVER**
VELAR

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
FORMAT	1:1 9:16 ACCEPTED FOR REELS/STORIES	1:1 3 – 5 ASSETS REQUIRED	1:1
PIXELS	1080x1080 OR 1080x1350 1080x1920 (Instagram)	1080x1080 OR 800x800	-
FILE SIZE	130KB MAX	130KB MAX	4GB MAX
VIDEO DURATION	-	-	5-15 SEC
HEADLINE	40 CHARACTERS MAX		
PRIMARY	125 CHARACTERS MAX		
RECOMMENDED CTA	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/ TRADE DESK PROGRAMMATIC VIDEO

FILE FORMAT	RECOMMENDED LENGTH	AD SERVING TAGS
1 VIDEO 16:9 (MP4 PREFERRED) 9:16 AND 4:5 ACCEPTED FOR SHORTS IF REQUIRED	6-30 SECONDS	ACCEPTED FOR PROGRAMMATIC VIDEO NOT ACCEPTED FOR YOUTUBE

FORMAT GUIDE:



CREATIVE BEST PRACTICE:

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

TRADE DESK PROGRAMMATIC DISPLAY

STANDARD IAB FORMATS ACCEPTED	FILE SIZE	FILE YPE
970x250	100KB MAX	STATIC/ANIMATED BOTH ACCEPTED
300x600		
728x90		
320x50		
300x250		
120x600		
160x600		

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.