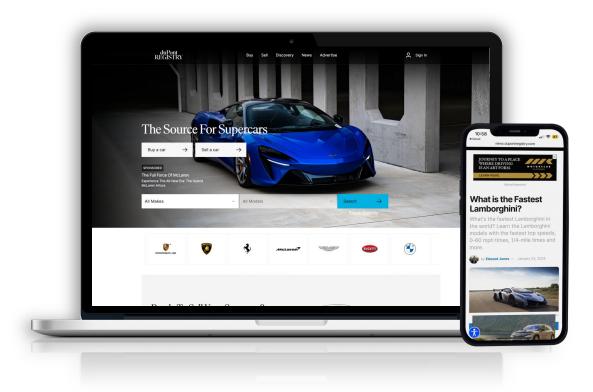
2024 Digital Ad Capabilities



Brand Collaborations

BRABUS FLATROCK MOTORCLUB FERRARI MCLAREN MERCEDES-MAYBACH NETJETS PORSCHE LAMBORGHINI MCLAREN RALPH LAUREN REZVANI RICHARD MILLE ROLLS-ROYCE STEINWAY & SONS











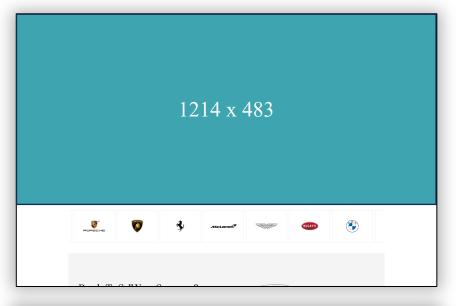


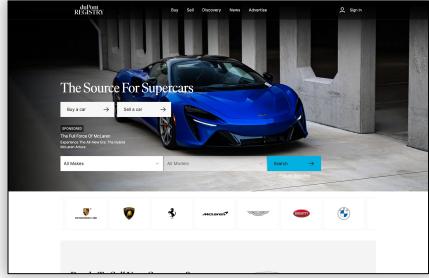


RALPH LAUREN



RICHARD MILLE





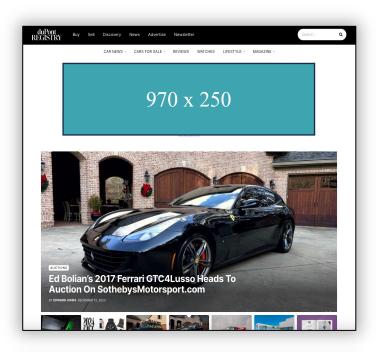
Static Banners Hero Image

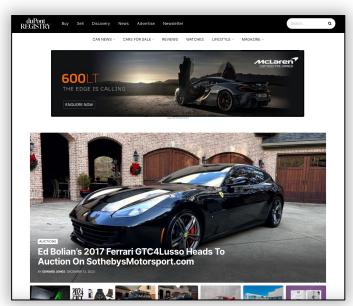
General Specification:

Rotation: Refresh: Size: Format:

Devices:

Page Locations: Autos Takeover • Homepage No No 1214 x. 483 GIF, JPG or PNG, 3rd Party Tags Desktop, Mobile, App





Static Banners **970 x 250**

General Specification:

Rotation: Refresh: Format:

Size:

3rd Party Tags 1 MB

Yes

Yes

GIF, JPG or PNG,

Page Locations: *Autos*

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Desktop

- Homepage
- Category
- Article Full Width
- Article Standard

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THE NEW MERCEDES-MAYB Learn move D	ACH GLS		Маувасн	
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I DRIVEN LIFESTYLE. All Rights Reserved.			Ter	ms & Conditions

Static Banners **970 x 90**

General Specification:

Rotation: Refresh: Format:

Size:

Yes Yes GIF, JPG or PNG, 3rd Party Tags 1 MB

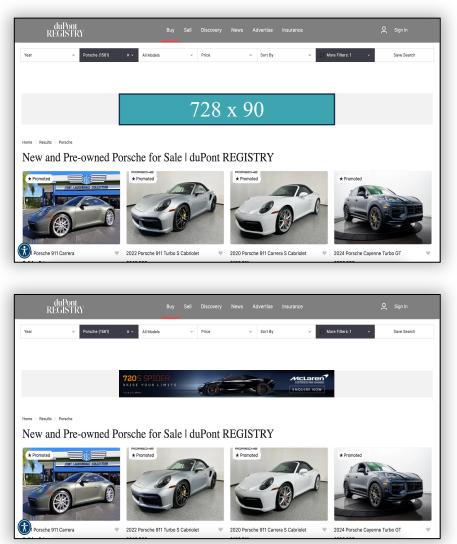
Page Locations:

Autos

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Desktop

- Homepage
- Category
- Article Full Width
- Article Standard



Static Banners **728 x 90**

General Specification:

Rotation: Refresh: Format:

Size:

Yes Yes GIF, JPG or PNG, 3rd Party Tags 1 MB

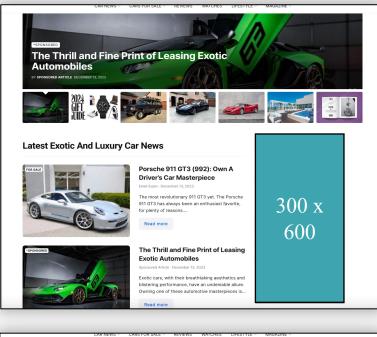
Page Locations:

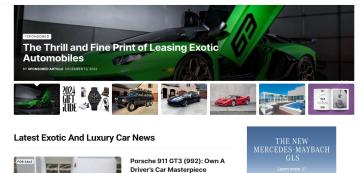
Autos

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Desktop

- Homepage
 - Category
 - Article Full Width
 - Article Standard







Emet Evien - December 13, 2023 The most revolutionary 911 GT3 yet. The Porsche 911 GT3 has always been an enthusiast favorite, for plenty of reasons.... Read more



 \odot

МАҮВАСН

Exotic cars, with their breathtaking aesthetics and bilstering performance, have an undenlable allure. Owning one of these automotive masterpieces is...



General Specification:

Rotation: Refresh: Format:

Size:

Page Locations:

Blog Desktop

- Homepage
- Category
- Article Standard

Yes Yes GIF, JPG or PNG, 3rd Party Tags 1 MB



The Pininfarina Battista hyper-GT Makes Its Virtual Debut On Forza Motorsport sport welcomes Automobili Pininfa

nd its electrified Battista hyper-GT. To say that

Static Banners 300 x 250

General Specification:

Rotation: Refresh: Format:

Size:

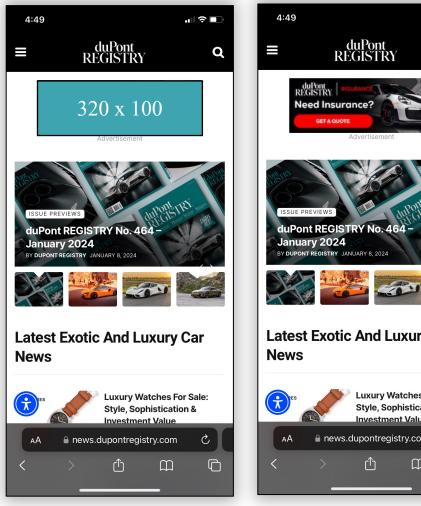
Page Locations: Blog Desktop

Yes Yes GIF, JPG or PNG, 3rd Party Tags 1 MB

- Homepage
- Category
- Article Standard

Blog Mobile

- Homepage
- Category
- Article Full Width
- Article Standard



Q Latest Exotic And Luxury Car Luxury Watches For Sale: Style, Sophistication & Investment Value S news.dupontregistry.com \square ſ

Static Banners 320 x 100

General Specification:

Rotation: Refresh: Format:

Size:

Page Locations: Autos Mobile

- Search Results Page (SRP)
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Mobile

- Homepage
- Category
- Article Full Width
- Article Standard

Yes Yes GIF, JPG or PNG, 3rd Party Tags 1 MB





The New Electric Porsche Macan Will Have Over 600HP ler Rampersaud · January 11, 2024



1991 Porsche 911 Singer "Greenwich Commission" For Sale ponsored Article · January 10, 2024

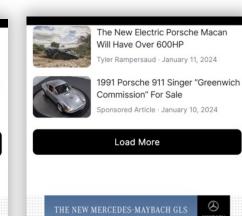
Load More



Watch 4 Electric Mercedes-Benz G-Wagons Do The "G-Turn" In Vegas

by Tyler Rampersaud — January 11, 2024





Watch 4 Electric Mercedes-Benz G-Wagons Do The "G-Turn" In Vegas

ADVERTISEMEN

by Tyler Rampersaud — January 11, 2024



Static Banners 300 x 50

General Specification:

Rotation: Refresh: Format:

Size:

Page Locations: Autos Mobile

• Search Results Page (SRP)

Yes

Yes

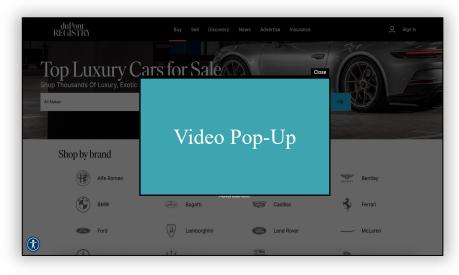
1 MB

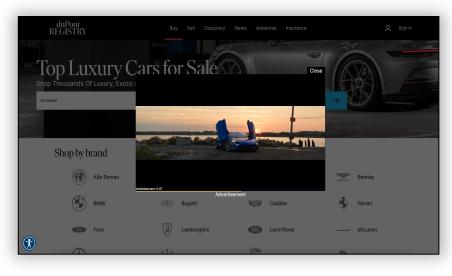
- Vehicle Detail Page (VDP)
- Buy
- Dealer Inventory
- Dealer Profile

Blog Mobile

- Homepage
- Category
- Article Full Width
- Article Standard

GIF, JPG or PNG, 3rd Party Tags





Rich media Video Pop-up

General Specification:

• Video Popup represents high impact video overlay / interstitial creative with semi-transparent background and a close button in the top right corner

Asset Specification:

• Video dimension (all devices): 16:9 aspect ratio

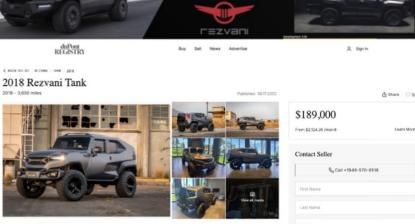
File Specification:

Media Types: Video URL, YouTube ID, MP4

File Size:

- Hosted file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance.
- Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers.

	Video Skybox 970 x 250	
duPont REGISTRY	Buy Sell News Advertise	,9, Sign in
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Rich media Video Skybox

General Specification:

• Video Skybox is a high impact rich media unit which sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion prior to auto-snapping into place and enabling further viewer engagement.

Asset Specification:

Desktop / Tablet

- Image aspect ratio (expanded state): 3.88:1
 - Image dimension (expanded state): 970x250px
- Image aspect ratio (collapsed state): 2.1:1
 - Image dimension (collapsed state): 525x250px
- Video aspect ratio: 16:9

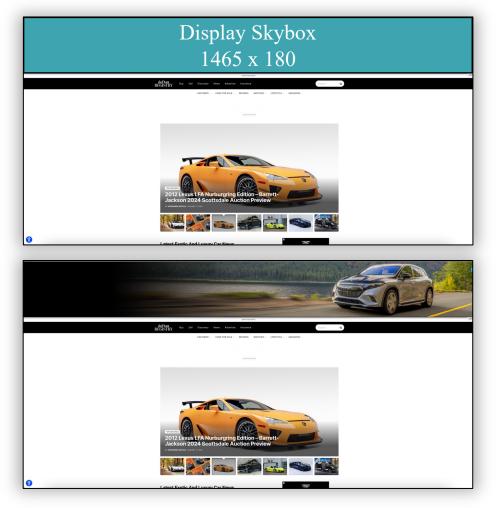
Mobile

- Image aspect ratio: 1.76:1
- Image dimension: 300x170px
- Video aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG Media Types (Video): Video URL, YouTube ID, MP4 File size:

> • Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.



Rich media **Display Skybox**

General Specification:

• Display Skybox is a high impact rich media unit which sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability prior to auto-snapping into place and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

Asset Specification:

Desktop / Tablet

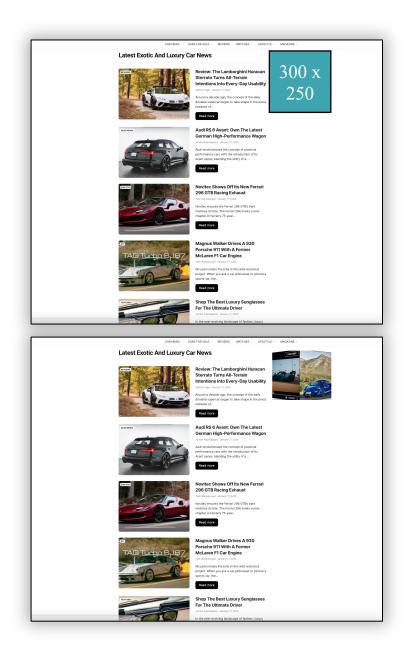
- Image aspect ratio (expanded state): 8.09:1
 - Image dimension (expanded state): 1456 x 180px
- Image aspect ratio (collapsed state): 2.1:1
 - Image dimension (collapsed state): 525 x 250px

Mobile

- Image aspect ratio: 2:1
- Image dimension: 360 x 180px

File Specification:

Media Types (Image): File size: Image URL, GIF, JPG, BMP, PNG Hosted image file size is up to 200kb



Rich media **3D Cube**

General Specification:

• 3D Cube is a rich media ad unit which allows up to 4 different creatives – images, videos, or any type of mix of those two – allowing a different creative for each side of the cube. Rotation of the cube is adjustable, and it can be auto or manually defined (seconds). The unit can be served in already existing 300x250 ad slots, or it can be injected anywhere in the content.

Asset Specification:

• Image (300x250px) or a video file (6:5 or 16:9 ratio) for each side of the cube.

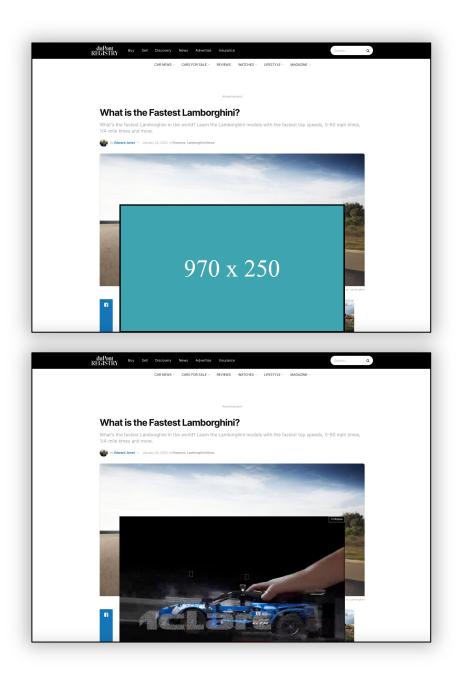
File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG *Media Types (Video):* Video URL, YouTube ID, MP4

File size:

• Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers. Hosted image file size is up to 200kb.





Rich media Video Adhesion

General Specification:

• Video Adhesion is a high impact rich media unit which sticks to the bottom of a page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion.

Asset Specification:

Desktop

- Image aspect ratio: 3.88:1
 - Image dimension: 970x250px
- Video aspect ratio: 16:9

Tablet

- Image aspect ratio: 8.09:1
 - Image dimension: 728x90px
- Video aspect ratio: 16:9

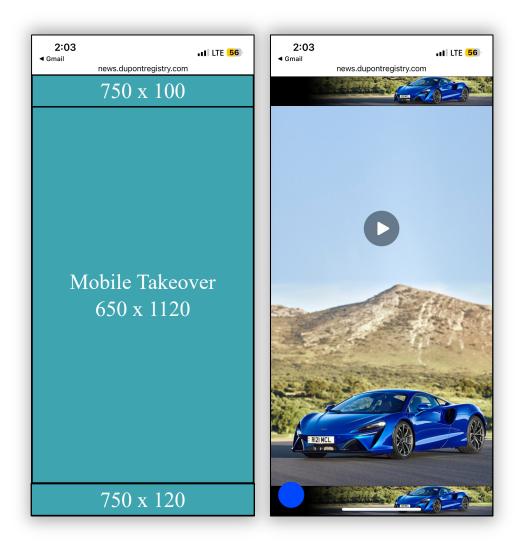
Mobile

- Image aspect ratio: 6.4:1
 - Image dimension: 320x50px
- Video aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG Media Types (Video): Video URL, YouTube ID, MP4 File size:

> • Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.



Rich media Mobile Takeover

General Specification:

• The CST with Wallpaper provides a fully immersive branding experience on both desktop and first-of-its-kind mobile wrappers with the ability to engage viewers inline content with imagery, multimedia, and video messaging, capable of driving call-to-action at any time through the wrapper and/or inline scroller.

Asset Specification:

Mobile (Top Banner)

- Image aspect ratio: 15:2
 - Image dimensions: 750x100px (recommended)

Mobile (Bottom Banner)

- Image aspect ratio: 25:4
 - Image dimensions: 750x120px (recommended)

Mobile (Scroller image)

- Image aspect ratio: 4:7
- Image dimensions: 640x1120px (recommended)
- Video (optional)
 - Aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG

Media Types (Video): Video URL, YouTube ID, MP4

File size:

• Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers. Hosted image file size is up to 200kb.

Video Length: Recommended 15 seconds (30 seconds max)

*Exclusive to Specific Criteria





Advertisement

What is the Fastest Lamborghini?

What's the fastest Lamborghini in the world? Learn the Lamborghini models with the fastest top speeds, 0-60 mph times, 1/4-mile times and more.





What is the Fastest Lamborghini?

What's the fastest Lamborghini in the world? Learn the Lamborghini models with the fastest top speeds, 0-60 mph times, 1/4-mile times and more.

by Edward Jones — January 22, 2024



Rich media Mobile Footer

General Specification:

• Mobile Footer is a high impact rich media unit served as Adhesion. It sticks to the bottom of the screen on mobile with the video on the left and static image on the right. It can be expanded to its full size by tapping "Swipe up see more" on mobile.

Asset Specification:

Mobile

- Image aspect ratio: 4:3
 - Image dimension: 400x300px
- Video aspect ratio: 16:9

File Specification:

Media Types (Image): Image URL, GIF, JPG, BMP, PNG Media Types (Video): Video URL, YouTube ID, MP4 File size:

> • Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers. Hosted image file size is up to 200kb.