

Cars.com Advertising Specifications for Power Positions

Unit Name	Display Size	File Size	Rich Media Availability*	Third-Party Serving Options
Leaderboard	728x90	40 KB	Specific Rules Apply*	No
Skyscraper	160x600	40 KB	Specific Rules Apply*	No

Ad Requirements (All creative: gifs, jpgs, & swfs):

- **File Size:** 40Kb or less
- **Sizes permitted:** 728x90 & 160x600
- Static or Animated GIF or JPG files accepted.
- All creative with a white background must have a dark border around it. If not, border will be added by Cars.com.
- Creative Animations permitted with 4 frames max.
- Creative cannot mimic Cars.com editorial content & is subject to final approval.
- Click URL must be provided and can not exceed 150 characters.
- To ensure accurate reporting, do not include a "question mark" in the click URL. If included, clicks from the Power Position to any dealer's web site will not be counted in the Online Ad Reporting as a "Web Site Transfer". However, click-thru reporting for Power Positions should still be accurate.

Additional Flash only Requirements:

- The swf file must be made for Flash versions 5 - 8. Cars.com currently cannot support Flash v9.
- A default gif/jpg image is required.
- Cars.com currently only supports a single click destination for swf files. Reporting limitations exist if multiple URLs are embedded in swf file and therefore cannot be supported.
- In-banner creative only, expandable or out-of-banner creative is not allowed.
- Flash must be limited to less than 18 FPS (frames per second).
- Cars.com will wrap swf in the appropriate code for detecting a user's Flash plugin and displaying the creative.
- The fla/swf must contain a clicktag function on the action tag for the click URL and must open in a new window. Embedded click URLs are not allowed.

Please refer to Macromedia's guidelines for detailed clicktag instructions:

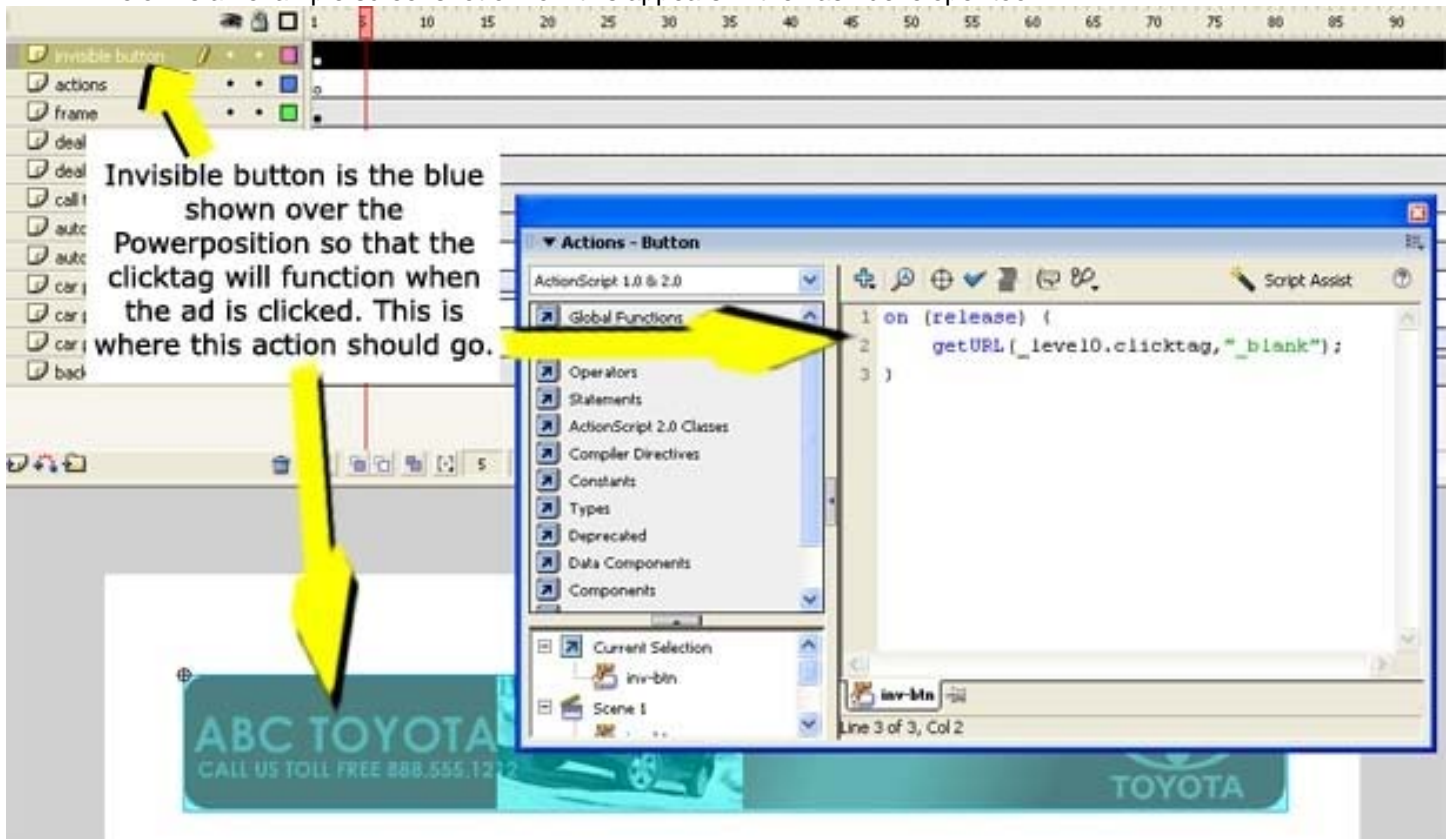
http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

GetURL action button will look as follows in flash:

Flash version 4: <pre> on (release) { getURL(_level0:clicktag, "_blank"); } </pre>
Flash versions 5 and above: <pre> on (release) { getURL(_level0.clicktag, "_blank"); } </pre>

Please note that the 0 in "level0" is a zero. Entering an alpha character "O" will ensure that the ad test will fail.

Below is an example screenshot of how this appears in the flash developer tool.



*Rich Media Allowances only for the following:

- User Initiated Audio
 - Sound must be initiated by user click only and have a clear and functioning mute option.
 - Sound must not contain any obscene or graphic language and is subject to Cars.com approval.
- In-banner flash video
 - Banners with video must have an initial load of 40 KB per file size limitations.
 - Sound can only activate with user click initiation.
 - Video controls must be clearly present and functioning and include sound on/off, pause, & play.
 - Video cannot contain graphic, obscene, or controversial material or mimic Cars.com editorial content.
 - All video content is subject to Cars.com editorial final approval.
 - Video cannot be linkable and Cars.com will not track interactions within video.
 - Advertiser must be clearly identified.

All of the above must be followed so that turn-around times are not compromised.