

## Retention Native

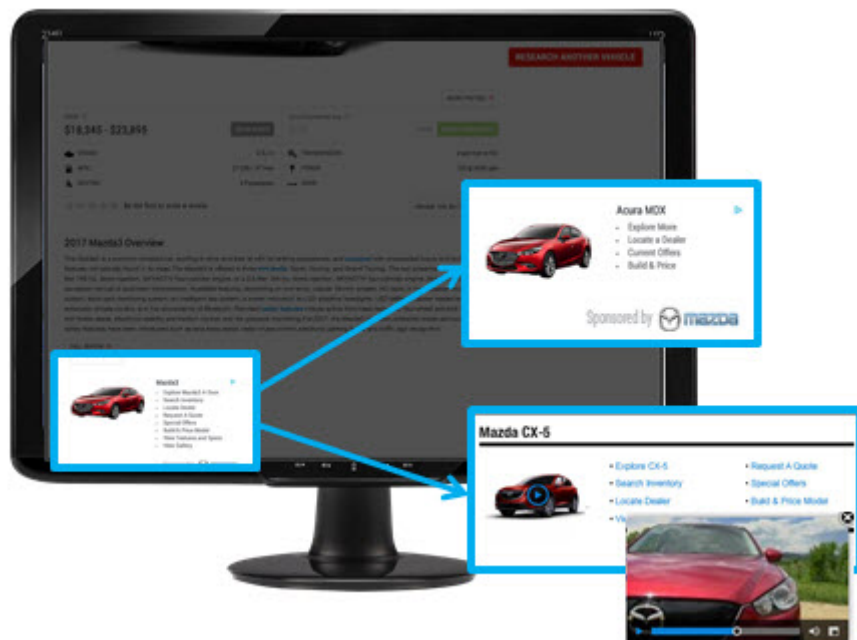
**Description:**

Reach new shoppers when they are actively seeking automotive content or re-engaging audiences who have already been exposed to your brand messaging with this re-targeted natively placed format. This easy to use format helps consumers choose between two and five cars to see how they compare on price, features, and performance. Engage consumers with images or video of your car and share up to eight external links.

Supported art size:

- 374x140 - Native

**Mock:**



**Spec Classification:** Native

**Spec Placement:** Autoblog

**File Type:** Custom

**Backup Image Submission Guidelines:** Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).

**Z-Index Guidelines:** [Click here for z-index range](#)

**Third Party Serving:** No

**Third Party Tracking:** Yes

**Submission Guidelines:** Assets are due 14 business days prior to launch.

**Key Creative Guidelines:**

**RETENTION PAGES 374X140 (4, 8 Links, or ONE Creative Video Creative Options)**

- RETENTION PAGES 374X140 (4 Link Creative Option)
  - O&O - Text - Autos Integrated Unit (374x140)
  - Graphic+Text: 150x100 image - 10K max, static, white/transparent BG.
  - Make and Model name. 4 Bullets (not more or less) - 20 char max incl. spaces each, 80 chars max TOTAL
  - 88x31 logo image - 5K max, static, white/transparent BG.
  - NO RESEARCH.
- RETENTION PAGES 374X140 (8 Link Creative Option)
  - O&O - Text - Autos Integrated Unit 8 (374x140)
  - Graphic+Text: 150x100 image - 10K max, static, white/transparent BG.
  - Make and Model name. 8 Bullets (not more or less) - 20 char max incl. spaces each, 160 chars max TOTAL.
  - 88x31 logo image - 5K max, static, white/transparent BG.
  - NO RESEARCH.
- ONE Creative
  - Please work with your sales representative

**Supported Countries:** US