

EDMUNDS NATIVE AD UNITS

Overview

Take advantage of Edmunds' native advertising to showcase your brand, and garner optimal performance, within IAB standard Medium Rectangle and Leaderboard ad units.

Supported dimensions: 300x250, 728x90

Native template includes:

- Vehicle name headline — Year Make Model
- Vehicle jellybean image
- Custom marketing copy — three lines max
- CTA button — Learn More

Creative Examples

2015 Make Model - 20pt

Lorem ipsum dolor sit. Helvetica, regular, 12pt, 2 lines. Line spacing 14pt. approx. 90 characters.

Disclaimer



[Learn More At OEM_Name.com](#)

2015 Make Model - 20pt

Lorem ipsum dolor sit, 130 char., three lines max 12pt Helvetica, regular. Line spacing 16pt.



Disclaimer

[Learn More](#)

Units may drive within Edmunds or click out. Learn More CTA may be modified to include OEM domain if clicking out.

Video, Rich Media, Animation, Flash, Audio not supported.

Edmunds assembles native template upon receipt of client assets and first-party serves via DoubleClick For Publishers ad server.

Edmunds provides native design HTML template for third-party serving requests. Deviations from the template are not accepted.

Full Specs:

<http://www.edmunds.com/media-kit/ad-specs/medium-rectangle.html>

<http://www.edmunds.com/media-kit/ad-specs/leaderboard.html>

CONTACT US TO GET STARTED

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