



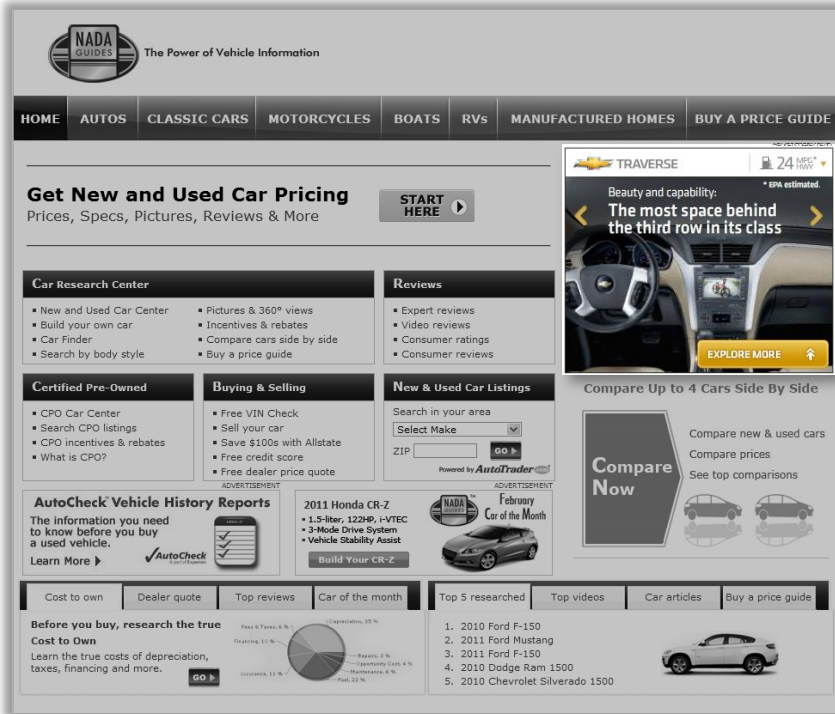
NADAguides.com Ad Specifications

Updated: 3/22/2011



Ad Specifications Home Page

300x250 (Medium Rectangle) Tier 1 Home Page Sponsorship



NADA GUIDES The Power of Vehicle Information

HOME AUTOS CLASSIC CARS MOTORCYCLES BOATS RVs MANUFACTURED HOMES BUY A PRICE GUIDE

Get New and Used Car Pricing
Prices, Specs, Pictures, Reviews & More **START HERE**

Car Research Center

- New and Used Car Center
- Build your own car
- Car Finder
- Search by body style
- Pictures & 360° views
- Incentives & rebates
- Compare cars side by side
- Buy a price guide

Reviews

- Expert reviews
- Video reviews
- Consumer ratings
- Consumer reviews

Certified Pre-Owned

- CPO Car Center
- Search CPO listings
- CPO incentives & rebates
- What is CPO?

Buying & Selling

- Free VIN Check
- Sell your car
- Save \$100s with Allstate
- Free credit score
- Free dealer price quote

New & Used Car Listings

Compare Up to 4 Cars Side By Side

Search in your area

Select Make

ZIP


Powered by **AutoTrader.com**

Compare Now

Compare new & used cars
Compare prices
See top comparisons


AutoCheck Vehicle History Reports

The information you need to know before you buy a used vehicle.

Learn More 

2011 Honda CR-Z

- 1.5-liter, 122HP, I-VTEC
- 3-Mode Drive System
- Vehicle Stability Assist

Build Your CR-Z 

NADA February Car of the Month

Cost to own Dealer quote Top reviews Car of the month Top 5 researched Top videos Car articles Buy a price guide

Before you buy, research the true Cost to Own

Learn the true costs of depreciation, taxes, financing and more.

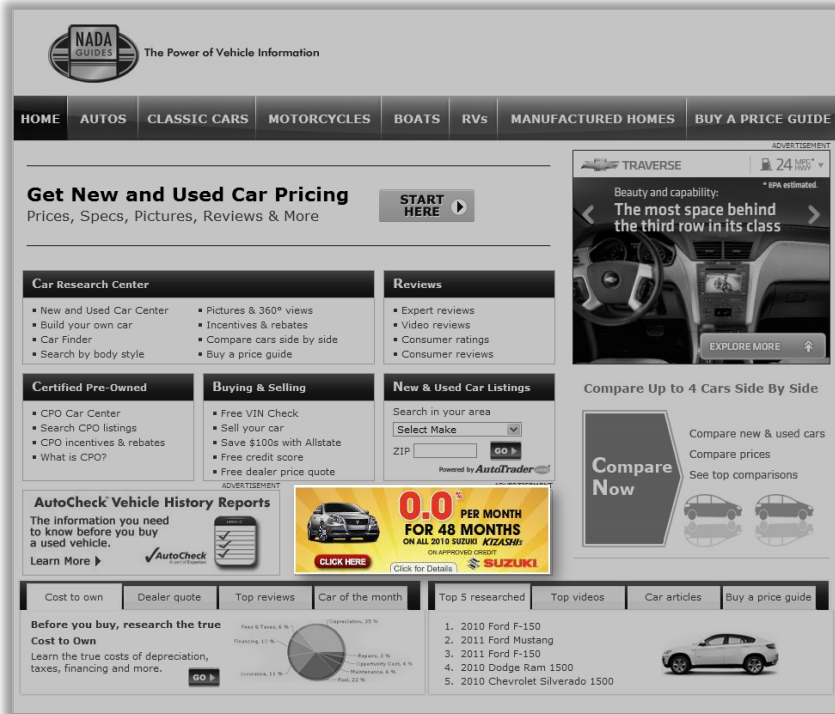
Cost to Own: 28%
 Depreciation: 11%
 Financing: 11%
 Taxes & Title: 4%
 Registration: 2%
 Insurance: 1%
 Maintenance: 4%
 Fuel: 22%

1. 2010 Ford F-150
 2. 2011 Ford Mustang
 3. 2011 Ford F-150
 4. 2010 Dodge Ram 1500
 5. 2010 Chevrolet Silverado 1500

With 3.6 million unique in-market visitors to NADAGuides.com every month, the Homepage placements put the advertiser's brand, front and center as people enter the site. These are the most visible and high impact advertising placements on NADAGuides.com and will provide maximum brand exposure on one of the most trusted sources of information for shoppers.

Advertiser:	Tier 1
Ad Size:	300x250 (IAB)
General Guidelines:	Initial download, maximum file size: 40k Expansion permitted: Left/Down Full Expanded WxH: 560x300 Alt Image Max File Size: 20k Max # of panels: 5 Max weight per panel: 60k Flash: external linking ads require an embedded clickTag variable and <target="blank">command Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT
Video Enabled:	Available on click only
Audio Enabled:	Available on click only. Audio defaults to "off". 30 seconds Maximum length.
Animation:	Flash animation limited to 3 loops or 15 seconds
Rich Media Enabled:	See Guidelines Must be user initiated

300x100 (3:1 Rectangle) Tier 2 Home Page Sponsorship



The screenshot shows the NADA Guides website interface. At the top, there's a navigation bar with tabs for HOME, AUTOS, CLASSIC CARS, MOTORCYCLES, BOATS, RVs, MANUFACTURED HOMES, and BUY A PRICE GUIDE. Below this is a main content area with several sections: 'Get New and Used Car Pricing' with a 'START HERE' button; 'Car Research Center' with links for new/used car center, build your own car, car finder, and search by body style; 'Certified Pre-Owned' with links for CPO car center, search CPO listings, CPO incentives & rebates, and what is CPO?; 'Buying & Selling' with links for free VIN check, sell your car, save \$100s with Allstate, free credit score, and free dealer price quote; 'New & Used Car Listings' with a search area for make and ZIP; 'AutoCheck Vehicle History Reports'; and a 'Compare Now' section for comparing up to 4 cars side-by-side. At the bottom, there's a 'Cost to Own' section with a pie chart and a 'Top 5 researched' list: 1. 2010 Ford F-150, 2. 2011 Ford Mustang, 3. 2011 Ford F-150, 4. 2010 Dodge Ram 1500, 5. 2010 Chevrolet Silverado 1500.

With 3.6 million unique visitors to NADAGuides.com every month, the Homepage placements put the advertiser's brand, front and center as people enter the site. These are the most visible and high impact advertising placements on NADAGuides.com and will provide maximum brand exposure on one of the most trusted sources of information for shoppers.

- Advertiser: Tier 2

- Ad Size: 300x100 (IAB)

- General Guidelines: Initial download, maximum file size: 40k
Expansion NOT permitted
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

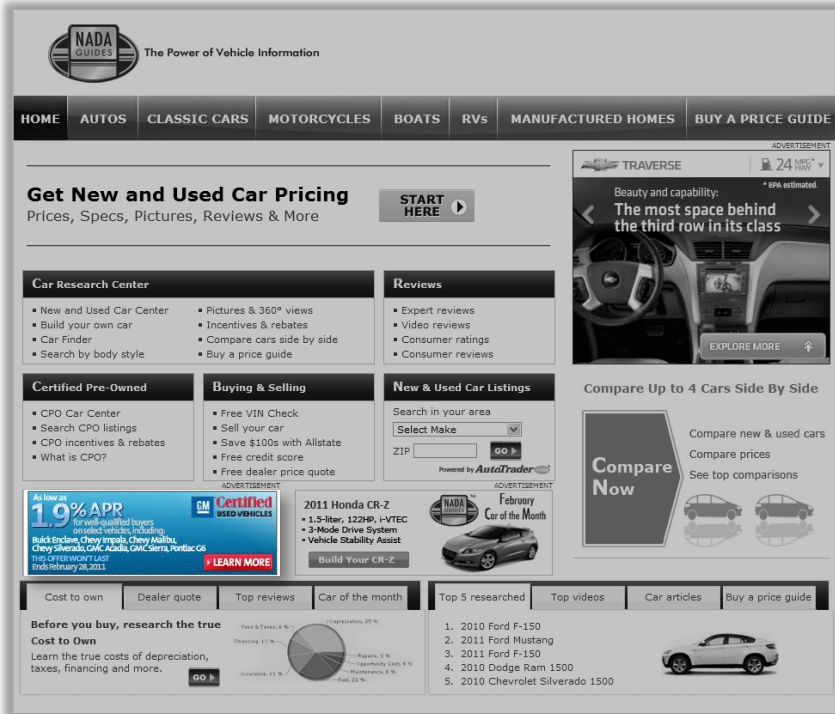
- Video Enabled: Available on click only

- Audio Enabled: Available on click only.
Audio defaults to "off".
30 seconds Maximum length.

- Animation: Flash animation limited to 3 loops or 15 seconds

- Rich Media Enabled: See Guidelines
Must be user initiated

300x100 (3:1 Rectangle) Certified Sponsorship



The screenshot shows the NADA Guides website interface. At the top, there's a navigation bar with categories like HOME, AUTOS, CLASSIC CARS, MOTORCYCLES, BOATS, RVs, MANUFACTURED HOMES, and BUY A PRICE GUIDE. Below this, there are several content blocks: 'Get New and Used Car Pricing' with a 'START HERE' button; 'Car Research Center' with links for new/used car center, build your own car, car finder, and search by body style; 'Certified Pre-Owned' section with links for CPO car center, search, incentives, and what is CPO?; 'Buying & Selling' section with links for VIN check, sell your car, save \$100s, and free dealer price quote; 'New & Used Car Listings' with a search area; 'Reviews' section with links for expert, video, consumer ratings, and consumer reviews; and a 'Compare Up to 4 Cars Side By Side' section. There are also several advertisements, including one for a 2011 Honda CR-Z and another for a 2011 Ford F-150. At the bottom, there's a 'Cost to Own' section with a pie chart and a 'Top 5 researched' list.

Very few consumers truly understand the merits of Certified Pre-Owned vehicles. The Certified Pre-Owned Sponsorship provides advertisers with the opportunity to educate shoppers and increase their awareness about Certified programs. These placements allow advertisers to advertise incentives and promotions to increase consideration for Certified inventory.

Advertiser: Certified

Ad Size: 300x100 (IAB)

General Guidelines: Initial download, maximum file size: 40k
Expansion NOT permitted
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

Audio Enabled: Available on click only.
Audio defaults to "off".
30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines

Other Information: Included in Certified Sponsorship
Certified Home Page placement only
appears on Home Page (not corresponding landing pages)

Ad Specifications Auto Section

728x90 (Leaderboard) Auto Section

The screenshot shows the NADAGuides.com website interface. At the top, there's a navigation bar with links for HOME, AUTOS, CLASSIC CARS, MOTORCYCLES, BOATS, RVs, MANUFACTURED HOMES, and BUY A PRICE GUIDE. Below this is a large advertisement for the 2011 Kia Optima. The ad features the Kia logo, the text 'The All-New 2011 Kia Optima. Starting at \$19,690* Optima SX shown \$26,690*'. Below the main ad, there's a section for 'Car prices, pictures, reviews and information' with a 'Select a Kia year and model' dropdown. A table shows years from 2011 to 2002, with '2010 New' selected. Below the table, there are five car models listed with small images and descriptions: 2010 Kia Forte, 2010 Kia Forte Koup, 2010 Kia Optima, 2010 Kia Rio, and 2010 Kia Sedona. On the right side of the screenshot, there's a vertical sidebar advertisement for the 2011 Kia Optima, similar to the main ad but smaller.

The New and Used Retention/Conquest Package on NADAGuides.com gives advertisers the opportunity to feature vehicles among their competitive set. New and Used Retention placements aid in brand awareness and loyalty which increase consideration for their model or brand. New and Used Conquest placements allow advertisers the ability to go head-to-head with the competition when shoppers are researching and comparing vehicles.

Advertiser: Tier 1 or Tier 2

Ad Size: 728x90 (IAB)

General Guidelines: Initial download, maximum file size: 40k
 Expansion permitted: Down
 Full Expanded WxH: 728x315
 Alt Image Max File Size: 20k
 Max # of panels: 5
 Max weight per panel: 60k
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
 Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

Audio Enabled: Available on click only.
 Audio defaults to "off".
 30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines
 Must be user initiated

160x600 (Wide Skyscraper) Auto Section

NADA GUIDES The Power of Vehicle Information

HOME AUTOS CLASSIC CARS MOTORCYCLES BOATS RVs MANUFACTURED HOMES BUY A PRICE GUIDE

KIA The All-New 2011 Kia Optima. Starting at \$19,690* Optima SX shown \$26,690*
*Excludes tax, title and license. *MSRP. ©2010 Kia Motors America, Inc. All rights reserved. [Learn More](#)

Change Make > Select Year & Model > Details

Car prices, pictures, reviews and information

Select a Kia year and model

KIA Kia, a subsidiary of Hyundai, is a South Korean car manufacturer that was first sold in the United States in 1994. Kia is known for its affordable and fuel-efficient cars, vans and SUVs and usually known as the value leader in each representing vehicle class. Kia is now owned by Hyundai Motor Company.

2011	2010 New	2010 Used	2009	2008	2007	2006	2005	2004	2003	2002
2001	2000	1999	1998	1997	1996	1995	1994	Classic/Exotic		

All | Coupe | Crossover | Sedan | SUV | Van | Wagon

2010 Kia Forte
 A brand new model, the 2010 Kia Forte is an affordably priced, but well-equipped mid-size five-passenger sedan capable of 34 mpg on the highway.

2010 Kia Forte Koup
 The 2010 Kia Forte Koup is a stylish new two-door that seats five passengers, gets over 30 mpg on the highway and is jam-packed with great features at a price under \$20,000.

2010 Kia Optima
 The 2010 Kia Optima is a mid-size sedan that seats five passengers and is available with a four or six-cylinder engine, plus it boasts a 32 mpg highway fuel economy rating.

2010 Kia Rio
 The 2010 Kia Rio is an affordable and efficient sub-compact car that seats five passengers. It is available as a sedan or a hatchback, and it has been totally restyled for the new year.

2010 Kia Sedona
 A seven-passenger minivan with a 23 mpg highway fuel economy rating, the 2010 Kia Sedona comes well equipped with standard safety features and it features a powerful V6 engine to move about efficiently.

The All-New 2011 Kia Optima.
 Starting at \$19,690*
 Optima SX shown \$26,690*
*Excludes tax, title and license. *MSRP. ©2010 Kia Motors America, Inc. All rights reserved. [Learn More](#)

DISCLAIMER

The New and Used Retention/Conquest Package on NADAGuides.com gives advertisers the opportunity to feature vehicles among their competitive set. New and Used Retention placements aid in brand awareness and loyalty which increase consideration for their model or brand. New and Used Conquest placements allow advertisers the ability to go head-to-head with the competition when shoppers are researching and comparing vehicles.

Advertiser: Tier 1 or Tier 2

Ad Size: 160x600 (IAB)

General Guidelines: Initial download, maximum file size: 40k

Expansion permitted: Left

Full Expanded WxH: 460x600

Alt Image Max File Size: 20k

Max # of panels: 5

Max weight per panel: 60k

Flash: external linking ads require an

embedded clickTag variable and

<target="blank">command

Internal linking ads require an adID URL for

tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

Audio Enabled: Available on click only.
 Audio defaults to "off".
 30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines
 Must be user initiated

160x137 (with Text Links) Auto Section

NADA GUIDES The Power of Vehicle Information

HOME AUTOS CLASSIC CARS MOTORCYCLES BOATS RVs MANUFACTURED HOMES BUY A PRICE GUIDE

KIA The All-New 2011 Kia Optima.
 Starting at \$19,690* Optima SX shown \$26,690*
*Expected to arrive at Kia retailers in January 2011 [Learn More](#)

Change Make > Select Year & Model > Details

Car prices, pictures, reviews and information

Select a Kia year and model

KIA Kia, a subsidiary of Hyundai, is a South Korean car manufacturer that was first sold in the United States in 1994. Kia is known for its affordable and fuel-efficient cars, vans and SUVs and usually known as the value leader in each representing vehicle class. Kia is now owned by Hyundai Motor Company.

2011	2010 New	2010 Used	2009	2008	2007	2006	2005	2004	2003	2002
2001	2000	1999	1998	1997	1996	1995	1994 Classic/Exotic			

All | Coupe | Crossover | Sedan | SUV | Van | Wagon

2010 Kia Forte
 A brand new model, the 2010 Kia Forte is an affordably priced, but well-equipped mid-size five-passenger sedan capable of 34 mpg on the highway.

2010 Kia Forte Koup
 The 2010 Kia Forte Koup is a stylish new two-door that seats five passengers, gets over 30 mpg on the highway and is jam-packed with great features at a price under \$20,000.

2010 Kia Optima
 The 2010 Kia Optima is a mid-size sedan that seats five passengers and is available with a four or six-cylinder engine, plus it boasts a 32 mpg highway fuel economy rating.

2010 Kia Rio
 The 2010 Kia Rio is an affordable and efficient sub-compact car that seats five passengers. It is available as a sedan or a hatchback, and it has been totally restyled for the new year.

2010 Kia Sedona
 A seven-passenger minivan with a 23 mpg highway fuel economy rating, the 2010 Kia Sedona comes well equipped with standard safety features and it features a powerful V6 engine to move about efficiently.

KIA
 • Shopping
 • Dealer Locator
 • Special Offers
 • Quick Quote

KIA
 The All-New 2011 Kia Optima.
 Starting at \$19,690*
 Optima SX shown \$26,690*
*Expected to arrive at Kia retailers in January 2011

[Learn More](#)

DISCLAIMER

The New and Used Retention/Conquest Package on NADAguides.com gives advertisers the opportunity to feature vehicles among their competitive set. New and Used Retention placements aid in brand awareness and loyalty which increase consideration for their model or brand. New and Used Conquest placements allow advertisers the ability to go head-to-head with the competition when shoppers are researching and comparing vehicles.

Advertiser: Tier 1 or Tier 2

Ad Size: 160x137

General Guidelines: Initial download, maximum file size: 40k
 Expansion NOT permitted
Logo size: 100x40; JPG, GIF, or PNG accepted
Text Links: 5 links maximum; 30-30 character limit maximum per link

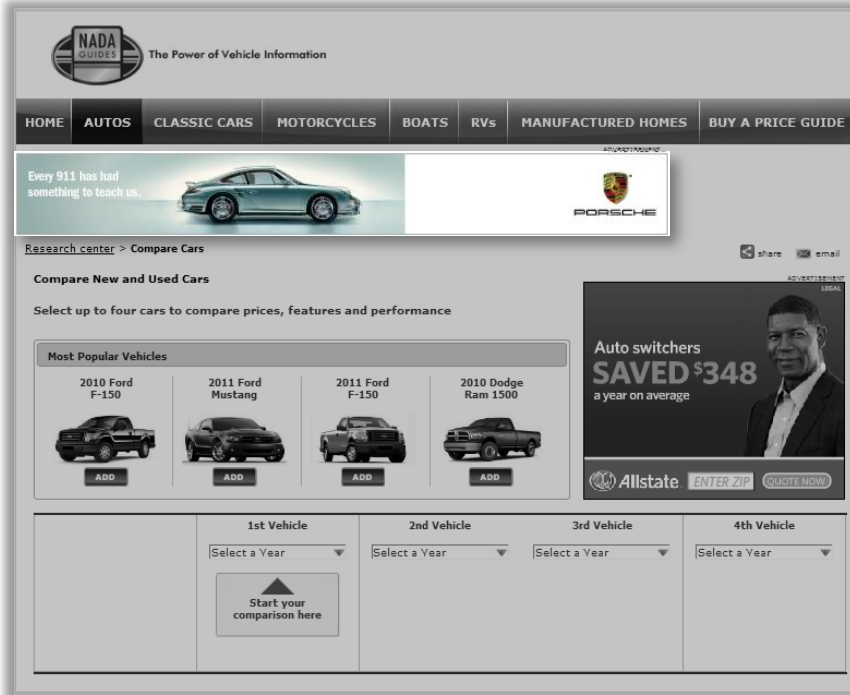
Video Enabled: No

Audio Enabled: No

Animation: No

Rich Media Enabled: No

728x90 (Leaderboard) Compare Sponsorship



The Compare Sponsorship gives advertisers the opportunity to feature vehicles among their competitive set within a shopper's vehicle comparison. It provides incremental exposure and increases consideration for their model or brand.

Advertiser: Tier 1

Ad Size: 728x90 (IAB)

General Guidelines: Initial download, maximum file size: 40k
 Expansion permitted: Down
 Full Expanded WxH: 728x315
 Alt Image Max File Size: 20k
 Max # of panels: 5
 Max weight per panel: 60k
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

Audio Enabled: Available on click only.
 Audio defaults to "off".
 30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines
 Must be user initiated

300x250 (Medium Rectangle) Compare Sponsorship

The Compare Sponsorship gives advertisers the opportunity to feature vehicles among their competitive set within a shopper's vehicle comparison. It provides incremental exposure and increases consideration for their model or brand.

Advertiser:	Tier 1
Ad Size:	300x250 (IAB)
General Guidelines:	Initial download, maximum file size: 40k Expansion permitted: Left Full Expanded WxH: 560x300 Alt Image Max File Size: 20k Max # of panels: 5 Max weight per panel: 60k
Video Enabled:	Available on click only
Audio Enabled:	Available on click only. Audio defaults to "off". 30 seconds Maximum length.
Animation:	Flash animation limited to 3 loops or 15 seconds
Rich Media Enabled:	See Guidelines Must be user initiated
Other Information:	Year/Make/Model by Body Type required for each model Sponsoring of the 4 th column permitted

160x600 (Wide Skyscraper) Compare Sponsorship

NADA GUIDES The Power of Vehicle Information

HOME AUTOS CLASSIC CARS MOTORCYCLES BOATS RVs MANUFACTURED HOMES BUY A PRICE GUIDE

Every 911 has had something to teach us.

Change Make > Change Year & Model > Change Trim > Pictures

2011 Mercedes-Benz CLS-Class
 4dr Sdn 3.5L

Pricing	Invoice	MSRP
Base Price:	\$68,820	\$74,000
Destination:	\$875	\$875
Options: Add options	N/A	N/A
TOTAL PRICE	\$69,695	\$74,875

BUICK

- Locate a Vehicle
- Request a Quote
- Locate a Dealer
- Current Offers
- Learn More

Every 911 has had something to teach us.

Vehicle History Report
 Check for Accidents Now
 Press GO or Enter V

AutoCheck GO

Find Your Car
 Mercedes-Benz
 ZIP 30319

Powered by **AutoTrader** GO

Sell Your Car
 Sell it Now
 Powered by **AutoTrader** GO

Free Insurance Quote
 Switch and save \$100s with Allstate
Allstate GO

Free Auto Loan Quote
 Bad Credit OK!
AutoTrader GO

Free Credit Score
 Free Online Credit Score

Pricing & Specs
 Standard Equipment
 Specs & Performance
 Price with Options
 Cost of Ownership
 Incentives & Rebates

Pictures & Videos
 Pictures
 Available Colors
 360° Views
 Test Drive Videos
 Crash Test Videos

Reviews & Ratings
 Expert Reviews
 Consumer Reviews
 Consumer Ratings
 Safety Ratings
 Recall Information
 Standard Warranty

Similar Vehicles
 Compare Vehicles
 More Sedans
 Top 10 Sedans
 Model History

Exterior Photos Interior Photos

PICTURE 1 OF 25

The Compare Sponsorship gives advertisers the opportunity to feature vehicles among their competitive set within a shopper's vehicle comparison. It provides incremental exposure and increases consideration for their model or brand.

Advertiser: Tier 1

Ad Size: 160x600 (IAB)

General Guidelines: Initial download, maximum file size: 40k
 Expansion permitted: Left
 Full Expanded WxH: 460x600
 Alt Image Max File Size: 20k
 Max # of panels: 5
 Max weight per panel: 60k
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
 Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

Audio Enabled: Available on click only.
 Audio defaults to "off".
 30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines
 Must be user initiated

160x137 (with Text Links) Compare Sponsorship

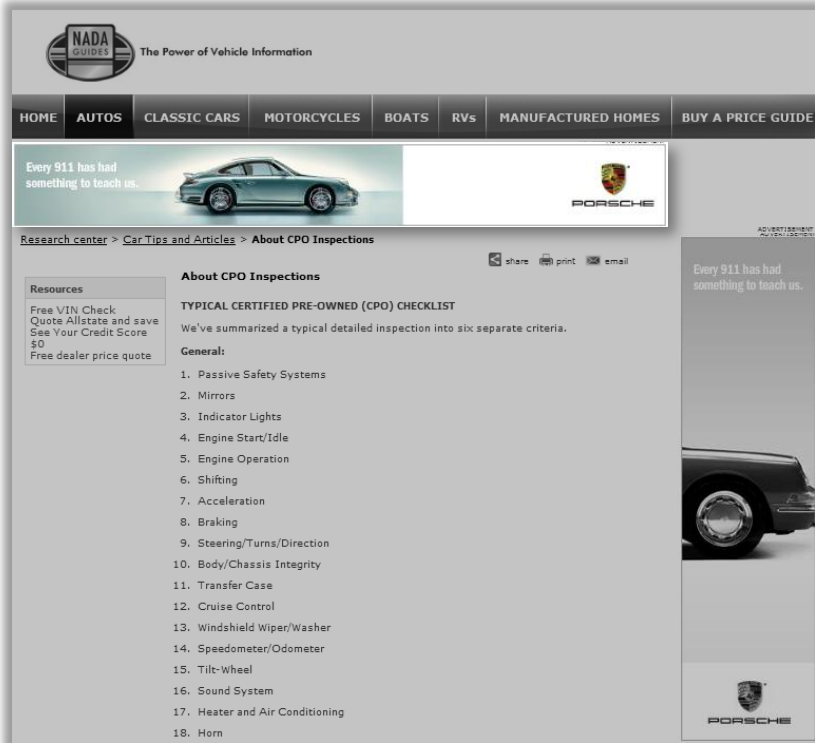
The screenshot shows the AutoTrader.com interface for a 2011 Mercedes-Benz CLS-Class. The top navigation bar includes links for HOME, AUTOS, CLASSIC CARS, MOTORCYCLES, BOATS, RVs, MANUFACTURED HOMES, and BUY A PRICE GUIDE. Below the navigation is a search bar and a 'Find Your Car' section with a dropdown menu set to 'Mercedes-Benz' and a ZIP code of 30319. The main content area features a large image of the car, a pricing table, and several tabs for 'Pricing & Specs', 'Pictures & Videos', 'Reviews & Ratings', and 'Similar Vehicles'. The pricing table shows a base price of \$68,820, a destination charge of \$875, and a total price of \$69,695. The MSRP is listed as \$74,000. The page also includes a 'Vehicle History Report' section and a 'Free Insurance Quote' section.

Pricing	Invoice	MSRP
Base Price:	\$68,820	\$74,000
Destination:	\$875	\$875
Options: Add options	N/A	N/A
TOTAL PRICE	\$69,695	\$74,875

The Compare Sponsorship gives advertisers the opportunity to feature vehicles among their competitive set within a shopper's vehicle comparison. It provides incremental exposure and increases consideration for their model or brand.

Advertiser:	Tier 1
Ad Size:	160x137
General Guidelines:	Initial download, maximum file size: 40k Expansion NOT permitted Logo size: 100x40; JPG, GIF, or PNG accepted Text Links: 5 links maximum; 30-30 character limit maximum per link
Video Enabled:	No
Audio Enabled:	No
Animation:	No
Rich Media Enabled:	No
Other Information:	Year/Make/Model by Body Type required for each model

728x90 (Leaderboard) Certified Sponsorship



Very few consumers truly understand the merits of Certified Pre-Owned vehicles. The Certified Pre-Owned Sponsorship provides advertisers with the opportunity to educate shoppers and increase their awareness about Certified programs. These placements allow advertisers to advertise incentives and promotions to increase consideration for Certified inventory.

Advertiser: Tier 1

Ad Size: 728x90 (IAB)

General Guidelines: Initial download, maximum file size: 40k
 Expansion permitted: Down
 Full Expanded WxH: 728x315
 Alt Image Max File Size: 20k
 Max # of panels: 5
 Max weight per panel: 60k
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
 Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

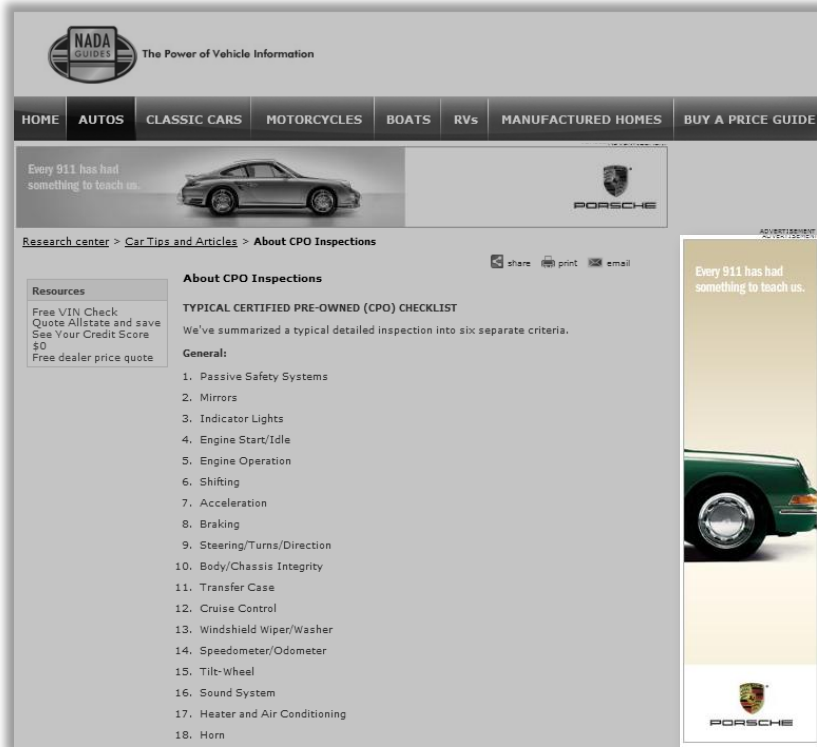
Audio Enabled: Available on click only.
 Audio defaults to "off".
 30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines
 Must be user initiated

Other Information: Certified Only

160x600 (Wide Skyscraper) Certified Sponsorship



Very few consumers truly understand the merits of Certified Pre-Owned vehicles. The Certified Pre-Owned Sponsorship provides advertisers with the opportunity to educate shoppers and increase their awareness about Certified programs. These placements allow advertisers to advertise incentives and promotions to increase consideration for Certified inventory.

Advertiser: Tier 1

Ad Size: 160x600 (IAB)

General Guidelines: Initial download, maximum file size: 40k
 Expansion permitted: Left
 Full Expanded WxH: 460x600
 Alt Image Max File Size: 20k
 Max # of panels: 5
 Max weight per panel: 60k
Flash: external linking ads require an embedded clickTag variable and <target="blank">command
Internal linking ads require an adID URL for tracking; contact NADAGuides.com IT

Video Enabled: Available on click only

Audio Enabled: Available on click only.
 Audio defaults to "off".
 30 seconds Maximum length.

Animation: Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled: See Guidelines
 Must be user initiated

Other Information: Certified Only

300x250 (Medium Rectangle) Certified Sponsorship

Certified Pre-Owned cars

CPO Basics
A Certified Pre-Owned vehicle is a used car that is guaranteed or certified by the manufacturer after passing an inspection process. "Certified Used" or CPO vehicles are typically backed by the original vehicle manufacturer warranty and are eligible for benefits that a new customer would typically enjoy, like roadside assistance.

- How are CPO cars inspected?
- Do CPO cars have warranties?
- Why vehicle history is important when buying a CPO vehicle

CPO Incentives & Rebates
Search for CPO rebates, finance offers and lease deals
Acura

Certified Car Listings
Find certified pre-owned cars near you. Powered by **AutoTrader**
30319

Manufacturer CPO Programs Go to:

Manufacturer	Warranty	Warranty Deductible	Inspection Points	Next Steps
	Remainder of original powertrain warranty plus coverage through 7yr/100k miles. Remainder of non-powertrain equipment warranty plus 1yr/12k mile extension.	\$0	150	Check for incentives and rebates Local certified cars for sale
	Remainder of New Car Limited Warranty plus a 2yr/50k mile Certified Pre-Owned Audi Warranty.	\$85	300+	Check for incentives and rebates Local certified cars for sale
	Remainder of New Car Limited Warranty plus a 2yr/50k mile Certified Pre-Owned BMW Warranty.	\$50	196	Check for incentives and rebates Local certified cars for sale

Very few consumers truly understand the merits of Certified Pre-Owned vehicles. The Certified Pre-Owned Sponsorship provides advertisers with the opportunity to educate shoppers and increase their awareness about Certified programs. These placements allow advertisers to advertise incentives and promotions to increase consideration for Certified inventory.

Advertiser:

Tier 1

Ad Size:

300x250 (IAB Size)

General Guidelines:

Initial download, maximum file size: 40k
Expansion permitted: Left
Full Expanded WxH: 560x300
Alt Image Max File Size: 20k
Max # of panels: 5
Max weight per panel: 60k

Video Enabled:

Available on click only

Audio Enabled:

Available on click only.
Audio defaults to "off".
30 seconds Maximum length.

Animation:

Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled:

See Guidelines
Must be user initiated

Other Information:

Sold Certified Only

Ad Specifications

Innovative Ads

Flash Header

The screenshot shows the top portion of the NADA Guides website. At the top left is the NADA Guides logo. To its right is a banner for Porsche featuring a green sports car and the text "Every 911 has had something to teach us." Below this is a navigation bar with links for HOME, AUTOS, CLASSIC CARS, MOTORCYCLES, BOATS, RVs, MANUFACTURED HOMES, and BUY A PRICE GUIDE. The main content area below the navigation is divided into several sections: "Get New and Used Car Pricing" with a "START HERE" button; "Car Research Center" with links for new and used car center, build your own car, car finder, and search by body style; "Reviews" with links for expert reviews, video reviews, consumer ratings, and consumer reviews; "Certified Pre-Owned" with links for CPO car center, search CPO listings, CPO incentives & rebates, and what is CPO?; "Buying & Selling" with links for free VIN check, sell your car, save \$100s with Allstate, free credit score, and free dealer price quote; "New & Used Car Listings" with a search form and a "Compare Now" button; "AutoCheck Vehicle History Reports" with a "Learn More" link; "2011 Honda CR-Z" as the "February Car of the Month"; and "Top 5 researched" cars for 2010, including the Ford F-150, Ford Mustang, Dodge Ram 1500, and Chevrolet Silverado 1500.

The Flash Header on NADAguides.com gives advertisers the opportunity to provide a better overall ad experience with more interactive features to engage the shopper based on their creative objectives. The placement is the perfect complement to existing campaigns on NADAguides.com to really drive the branding message and provides better performance metrics to track interaction time, time spent, and user activities.

- Advertiser: Tier 1

- Ad Size: 400x100 (Collapsed State)
800x100 (Expanded State)

- General Guidelines: Initial download, maximum file size: 40k
Static leave behind image is required with transparent background; size 300x80 maximum
NADA logo: must be visible for initial 3 seconds; may only be covered for 3 seconds maximum; must be clickable and link to NADAguides.com Home Page
One text link is permitted; must spawn new window

- Video Enabled: Yes

- Audio Enabled: Yes

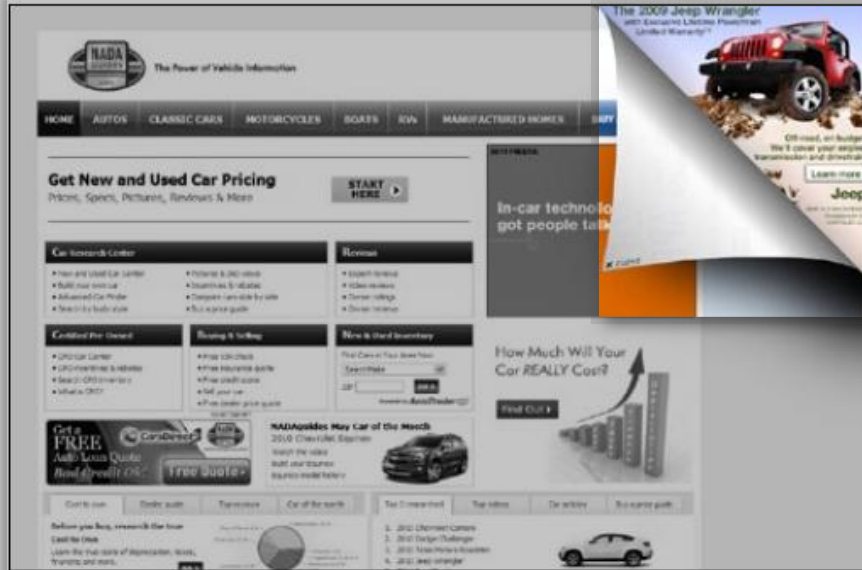
- Animation: Yes

- Rich Media Enabled: See Guidelines

- Other Information: Only available via Home Page path
Need file 10 days prior to start date
Ad must be served/hosted by NADAguides.com



Page Peel Back



The Page Peel Back on NADAGuides.com gives customers the opportunity to provide a better overall ad experience with more interactive features to engage the shopper based on their creative objectives. The placement is the perfect complement to existing campaigns on NA DAguides.com to really drive the branding message and provide better performance metrics to track interaction time, time spent, and user activities.

Advertiser:	Tier 1
Ad Size:	175x100 (Collapsed State) 400x400 (Expanded State)
General Guidelines:	Initial download, maximum file size: 40k
Video Enabled:	No
Audio Enabled:	No
Animation:	No
Rich Media Enabled:	See Guidelines
Other Information:	Tier 2 opportunities available

Page Push Down



The Page Push Down on NADAguides.com gives customers the opportunity to provide a better overall ad experience with more interactive features to engage the shopper based on their creative objectives. The placement is the perfect complement to existing campaigns on NA DAguides.com to really drive the branding message and provide better performance metrics to track interaction time, time spent, and user activities.

Advertiser: Tier 1

Ad Size: 960x30 (Collapsed State)
 960x240 (Expanded State)

General Guidelines: Initial download, maximum file size: 40k

Video Enabled: No

Audio Enabled: No

Animation: No

Rich Media Enabled: See Guidelines

Other Information: Tier 2 opportunities available
 Must be pre-approved on NADAguides.com
 QA site prior to launch date

