

SKYSCRAPER ADS



PROMOTE WHAT MAKES YOU STAND OUT FROM THE COMPETITION.

Drive brand awareness and engagement with display advertising throughout the car-shopping process on Autotrader.



If your marketing strategy focus is on brand awareness promote what matters to drive shoppers to **YOUR WEBSITE**.
If your focus is on inventory exposure, drive them directly to the vehicle on Autotrader.

Do you need

Creative promoting your dealership, OEM incentives, special events, or specific inventory?

Options including expandable display to include additional vehicle information, photo, video, or VDP link?

The collage shows various advertisement formats on the Autotrader platform. It includes a BMW advertisement for a 2017 BMW X3 sDrive28i, a RAM advertisement for a 2015 RAM 3500, and a Chevrolet advertisement for a 2017 RAM 1500 Laramie Longhorn. A 'TRUCK MONTH' banner is also visible. An orange arrow points to a 'View Details' button on the RAM 3500 advertisement.

Serve up the right inventory at the right time with ads matching the shopper's search criteria – as they're shopping.