

CERTIFIED FILTER



Promote your certified program and increase shoppers awareness of certified program benefits with this unique placement.

Opportunity Highlights

- Branding graphic placed within certified filter and in relation to key search function
- Lightbox available with text or video option

A screenshot of the Autotrader website's 'OEM Vehicles' section. The page features a navigation bar with 'Autotrader' and 'Sign In' / 'Edit My Ad' options. Below the navigation, there are links for 'Cars for Sale', 'Sell My Car', 'Trade in My Car', 'Car Research & Reviews', 'Find Local Dealers', 'Loans', and 'Insurance'. The main content area is titled 'OEM Vehicles' and includes a search bar with 'Your Town, State' and a 'Change' link, and a 'Search All Models' button. A large image of a silver SUV is displayed, with a lightbox overlay containing the text: 'Sponsored vehicle (Year) (Make) (Model) With Standard OEMTrack™ Technology Learn More'. Below this, there is a 'Modify Results' sidebar with filters for 'CONDITION' (New, Used, Certified) and 'STYLE' (Convertible, Coupe, Hatchback, Sedan, SUV / Crossover, Truck, Van / Minivan). The main content area also features a 'Most Searched OEM Brand Models' section with three model thumbnails labeled '(Model 1)', '(Model 2)', and '(Model 3)'. A large grey rectangle labeled 'Advertisement' is positioned to the right of the model thumbnails.