

CERTIFIED FILTER – ENHANCEMENT TO CERTIFIED PARTNERSHIP



Business Rules	
Platform:	Desktop, Tablet
Advertiser:	Tier 1, Certified
Pages:	Make Search, Search Results
Targeting:	Make
Duration:	Any
Ad Type:	Retention exclusive: 100% impressions
Geography:	National, Regional
Ad Serving:	Site-served, agency tracking tags optional
Size:	110x30 tile & modal with copy and three click links
Lead Time:	5 Business Days
Notes:	Adhere to LEAN Ad Standards, as defined by IAB 2017 New Standard Ad Unit Portfolio

