

# Segment Search

Autotrader Business Rules	
<b>Platform:</b>	Desktop, Tablet, Mobile
<b>Advertiser:</b>	National/Tier 1
<b>Pages:</b>	Search Results
<b>Targeting:</b>	Searching by segment
<b>Duration:</b>	1 month
<b>Ad Type:</b>	Standard: Less than 100% impressions
<b>Geography:</b>	National
<b>Ad Serving:</b>	Third Party
<b>Size:</b>	300x600, 728x90, 300x250, 320x50, 728x200, 306x435
<b>Lead Time:</b>	10 business days

The screenshot shows a search results page on Autotrader. The search criteria are for a new Subaru Ascent in Placentia, CA, with a radius of 25 miles. The results list several models, such as the Ascent Touring 7-Passenger for \$46,885, the Ascent Premium 8-Passenger for \$37,466, and the Ascent Premium 7-Passenger for \$37,201. A sidebar on the left provides filters for location, price, condition, year, mileage, make, and model. A featured dealer section at the top right highlights Irvine Subaru. At the bottom, there are promotional banners for Subaru Ascent, including one with the text 'THE BEAUTY OF PERFORMANCE. \$29,500' and another with 'THE BEAUTY OF PERFORMANCE. \$29,500'.