

# MSN Autos Ghost Compare

Last Updated – 3/9/2017

## Overview

The MSN Autos Ghost Compare Ad shows when a user engages with the MSN Autos research tools and decides to compare multiple vehicles. The selected vehicles' information appears alongside the promoted Advertiser's vehicle of choice.

The ghost car will function similarly to the standard car columns with a 1x1 tracking pixel. The sponsored ghost car will appear based on the user's lead car segment. The ghost car column will be fixed in the far right column and will show on subsequent pages if the user has selected more than three vehicles to compare.

## Ad Specifications

### Creative Specifications

Microsoft Account Teams should send the following to AUTOSPON@

**Vehicle Name:**

- Year, Make, Model

**4 click trackers for:**

- 1) Learn More
- 2) Build Your Own
- 3) Locate a Dealer
- 4) Search Inventory

**Tracking:**

- One 1x1 impression tracking pixel allowed per unit.

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### Click URLs

Click destination URLs must open in a new browser.

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### Data Reported

Microsoft will use this link for glink destination: <http://editorial.autos.msn.com/adsglink.aspx>. The Ad will be first-party served and track impression and clicks. Microsoft cannot guarantee 3rd party served creative reporting within the Microsoft reporting system.

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## Examples

**Compare Cars**

2015 Mercedes-Benz E-Class  
Wagon  
MSRP: \$36,845

2015 Cadillac Escalade  
TRIM: Base 2WD  
MSRP: \$36,845

2014 Toyota Highlander Hybrid  
TRIM: Limited AWD  
MSRP: \$36,845

2015 Lexus RX 350  
TRIM: FWD  
MSRP: \$36,845

**SUMMARY** | ENGINE & PERFORMANCE | INTERIOR | EXTERIOR | SAFETY

MODEL	2015 Mercedes-Benz E-Class Wagon	2015 Cadillac Escalade	2014 Toyota Highlander Hybrid	2015 Lexus RX 350
MSRP	\$36,845	\$36,845	\$36,845	\$36,845
Invoice Price	\$36,845	\$36,845	\$36,845	\$36,845
Availability	Available	Available	Available	Available
View configuration details and price				
Not Available	Not Available	Not Available	Not Available	Not Available
<b>ENGINE &amp; PERFORMANCE</b>				
Standard Engine	3.5L 273 hp V6	3.5L 273 hp V6	3.5L 273 hp V6	3.5L 273 hp V6
Standard Transmission	6-Speed Automatic Overdrive	6-Speed Automatic Overdrive	6-Speed Automatic Overdrive	6-Speed Automatic Overdrive
Horsepower (hp) @rpm	207/28	207/28	207/28	207/28
Acceleration	273 @ 6200 RPM	273 @ 6200 RPM	273 @ 6200 RPM	273 @ 6200 RPM
Standard Drivetrain	5	5	5	5
<b>SAFETY</b>				
Expert Rating	★★★★☆	★★★★☆	★★★★☆	★★★★☆
User Rating	★★★★☆	★★★★☆	★★★★☆	★★★★☆
<b>MILEAGE &amp; COSTS</b>				
MPG (city)	45	48	48	45
MPG (hwy)	50,000	50,000	50,000	50,000
MPG (combined)	72	72	72	72
MPG (city)	70,000	70,000	70,000	70,000
MPG (hwy)	72	72	72	72
MPG (combined)	Undivided	Undivided	Undivided	Undivided

**1.** Learn More

**2.** Build Your Own

**3.** Locate a Dealer

**4.** Search Inventory

Policies and guidelines

[Creative Acceptance Policy](#)