

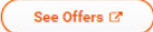


**Featured (Segment) Offers**  
 See available offers on (Year) (Make) (Model) models.

on OEMBrand.com

300x250

**Featured (Segment) Offers**  
 See available offers on (Year) (Make) (Model) models.





on OEMBrand.com

728x90

Autotrader.com's Advertising Specifications

# Featured Offers

## Note: Custom Ad Solution

Last updated: October 4, 2023

# Description

Featured Offers is a custom native ad solution that highlights a showcased vehicle based on Consumer Insights data.

## Media Specifications

<b>Pages</b>	All pages with applicable IAB size(s)
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Devices</b>	Desktop Tablet Mobile- 300×250 only
<b>Dimensions</b>	728×90 300×250
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	No fourth-party pixels or calls may be added to ad tags without the prior written consent of Cox Automotive. Advertiser and/or agency is expressly prohibited from collecting any data from Cox Automotive, including website data and user behavioral data, without the prior written consent of Cox Automotive.

## Detailed Specifications

# Featured Offers

### Deliverable Specifications

**SEGMENT:** Select from below list

- Car
- Luxury Car
- Sports Car
- Convertible
- SUV/Crossover
- Luxury SUV
- Midsize Truck
- Fullsize Truck
- Van/Minivan
- Electric Car
- Electric SUV
- Hybrid
- Plug-In Hybrid
- Sedan
- Coupe
- Wagon
- Hatchback

**YEAR, MAKE, MODEL COPY:**

- 25 characters max, including spaces

**CALL-TO-ACTION (CTA) COPY:**

- 20 characters max, including spaces
- Default copy: See Offers

**VEHICLE IMAGE:**

- 300×250 – MREC  
Jelly Image: 3/4 left-facing preferred, high resolution 206×100 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- 728×90 – Leaderboard  
Jelly Image: 3/4 left-facing preferred, high resolution 165×80 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

**LOGO:**

- Vertical: High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

- Horizontal: High resolution 95×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

**TAGS:**

- One impression tag
- One click tag: Redirects to OEM site