



300x250

Autotrader.com's Advertising Specifications

Tout Ad

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

The Tout Ad is a custom native ad that leverages content from Autotrader Editors to reaffirm shopper confidence in brands/models.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	10 business days
Devices	Desktop Tablet Mobile
Dimensions	300×250
Frequency Capping	No frequency capping
Additional Notes	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

Tout Ad

Deliverable Specifications

EDITOR QUOTE:

- Autotrader.com Editors quote, 50 characters max, including spaces and quotation punctuation (Cox Automotive will provide quote options for selection)

YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 10 characters max, including spaces
- Default copy: Learn More

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 190×105 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 – Logo: Redirects to OEM site
- One click tag – Vehicle image/CTA (Optional): Redirects to internal Autotrader.com URL, provided by Cox Automotive