



**“...plenty of room for passengers and packages...”**  
Autotrader Editors



(Year) (Make) (Model)



OEM BRAND

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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

<b>Pages</b>	All pages with applicable IAB size
<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>	10 business days
<b>Devices</b>	Desktop Tablet Mobile
<b>Dimensions</b>	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

# 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