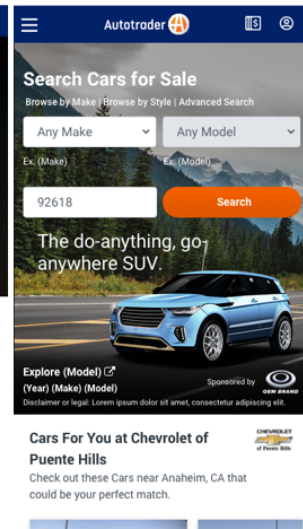**DESKTOP**

MOBILE

Autotrader.com's Advertising Specifications

SuperHero - OEM Message

Note: Custom Ad Solution

Last updated: June 2, 2023

Description

The SuperHero ad unit is an attention-getting unit that creates a "wow" factor with its persistent presence and high visibility placement on the Homepage and Used Car, New Car, and Car Research Landing Pages. The ad unit remains in a persistent location directly below the site's primary navigation. It appears full size on page load and remains expanded. The large canvas commands full attention while captivating and engaging the consumer with your brand message.

Media Specifications

Pages	Homepage New Car Landing Page Used Car Landing Page Research Landing Page
Duration	1 week (Wed-Tue)
Share of Voice	CAMP 360 Exclusive Sponsorship; 100% of impressions
Geography	National
Ad Serving	Site served
Lead Time	10 business days
Device	Desktop Tablet Mobile
Dimensions	Custom
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

SuperHero - OEM Message

Deliverable Specifications

HEADER COPY (Optional):

- 40 characters max, including spaces

YEAR, MAKE, MODEL (Optional):

- 28 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces

DISCLAIMER COPY (Optional):

- Disclaimer: 70 characters max, including spaces
- Disclaimer CTA Text: 16 characters max, including spaces. (Launches disclaimer overlay)
- Disclaimer Overlay Text: 1000 characters max, including spaces

IMAGE:

- Lifestyle Image: High resolution 1300×475 (Safe zone 360×130); layered PSD preferred, JPG, PNG, or TIFF acceptable

LOGO:

- Vertical: High resolution 210×120 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)
- Horizontal: High resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)

TAGS:

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