

Genero Sales Event  
**Extra savings on every model**



Find A Car [↗](#)    See Offers [↗](#)  
 Lease Options [↗](#)    Finance Options [↗](#)



(Year) (Make) (Model)  
**Shop the Genero Sales Event Now**





Find A Car [↗](#)    See Offers [↗](#)





728x90

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(Year) (Make) (Model)  
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300x250

Autotrader.com's Advertising Specifications

# Dynamic Creative – Shopping Tools Module

**Note: Custom Ad Solution**

Last updated: February 21, 2024

# Description

A customizable creative with dynamic elements designed for upper funnel tactics, the Shopping Tools Module (STM) is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its look and feel. This particular ad unit emphasizes the user's natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions. The intent of the template options enable advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

# Media Specifications

<b>Pages</b>	All pages with applicable IAB size(s)
<b>Duration</b>	Any
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimensions</b>	728×90 300×250
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	Maximum of three (3) messaging versions at launch. Optimizations and/or revisions to creative allowed at 45 days post launch.  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.

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## Deliverable Specifications

### HEADER COPY:

- 20 characters max, including spaces

### SUBHEADER COPY:

- 34 characters max, including spaces

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

- 15 characters max, including spaces; two (2) CTAs min, four (4) CTAs max

### IMAGE:

- Jelly Image: ¾ left-facing preferred, high resolution, 175×85 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; Positive logo (for use on light backgrounds)

### TAGS:

- One impression tag
- One click tag for each CTA, vehicle image, logo: Redirects to OEM site
- OEM site URL for each CTA, vehicle image, logo (Required if click tags not provided)
- One click tracker for each CTA, vehicle image, logo (Optional): Tracks OEM site URL