



(Year) (Make)  
(Model)




All-Wheel  
Drive



Turbo-Charged  
Engine

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### (Year) (Make) (Model)


The sleek styling of the Genero Deluxe will have heads turning wherever you drive. Embrace the style.

[Shop Deluxe](#)


Contact dealer for inventory. [Important info](#)




**DESKTOP**



(Year) (Make)  
(Model)




All-Wheel  
Drive



Turbo-Charged  
Engine

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#### (Year) (Make) (Model)

The sleek styling of the Genero Deluxe will have heads turning wherever you drive. Embrace the style.


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(Year) (Make)  
(Model)




All-Wheel  
Drive



Turbo-Charged  
Engine

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#### All-Wheel Drive

Experience the traction and stability of AWD in all types of weather. Embrace the confidence.


[Build & Price](#)

[Important info](#)






(Year) (Make)  
(Model)




All-Wheel  
Drive



Turbo-Charged  
Engine


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#### Turbo-Charged Engine

Make your journey more exciting with a 2.0L turbo-charged engine. Embrace the acceleration.

[Learn More](#)



**MOBILE**

Autotrader.com's Advertising Specifications

# Superliner – Branded Showcase

Note: Custom Ad Solution

Last updated: February 16, 2024

# Description

The Superliner – Branded Showcase Standard is a custom integrated placement prominently located above the search results. It offers creative messaging flexibility such as highlighting vehicle features, vehicle launch messages, or current offers on different tabs. The ad placements are aligned with listings and garner strong consumer engagement. Generate awareness for your vehicle or brand with the Superliner – Branded Showcase.

# Media Specifications

|                          |   |
|--------------------------|---|
| <b>Pages</b>             | Classified Search Results Page (SRP)  |
| <b>Duration</b>          | Any   |
| <b>Share of Voice</b>    | Exclusive Sponsorship; 100% of impressions<br>Standard, Non-exclusive: less than 100% of available impressions  |
| <b>Geography</b>         | National<br>DMA   |
| <b>Ad Serving</b>        | Site served   |
| <b>Lead Time</b>         | 5 business days   |
| <b>Device</b>            | Desktop<br>Tablet<br>Mobile   |
| <b>Dimensions</b>        | Custom  |
| <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

# Superliner – Branded Showcase

### Deliverable Specifications

#### TABS:

- Two (2) tabs min, three (3) tabs max

#### HEADER COPY:

- 30 characters max, including spaces

#### BODY COPY:

- 146 characters max, including spaces

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

- 16 characters max, including spaces

#### OEM DISCLAIMER (Optional):

- Disclaimer Text: 45 characters max, including spaces
- Disclaimer CTA: 16 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

#### IMAGE:

- Jelly Image: 3/4 right-facing preferred, high resolution 307×175 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle Image: 307×175, high-resolution, JPG; or high resolution 1920×1080 JPG 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)
- Horizontal: High resolution 90×35 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: Redirects to OEM site