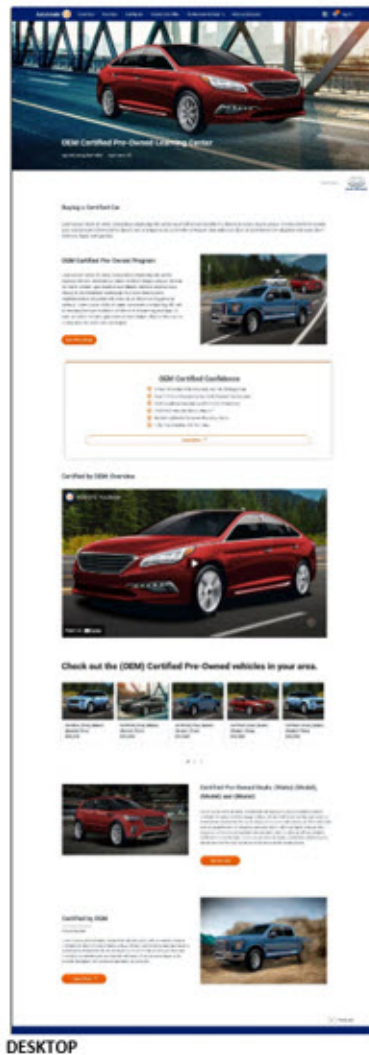




DESKTOP



MOBILE

Autotrader.com's Advertising Specifications

CPO Learning Center

Note: Custom Ad Solution

Last updated: May 10, 2023

Description

The CPO Learning Center is a custom landing page that is a component of the Promoted Content product offering. The landing page features content that educates and informs shoppers about Certified Pre-Owned programs. Featured content includes CPO program details, CPO listings, lifestyle images and optional link to CPO Autotrader.com editorial content.

Media Specifications

Pages	CPO Learning Center Landing Page
Duration	Any
Share of Voice	CAMP 360
Geography	National
Ad Serving	Site served
Lead Time	30 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

CPO Learning Center

Deliverable Specifications

CERTIFIED PRE-OWNED PROGRAM/CALL-TO-ACTION COPY:

- 800 characters max, including spaces
- CTA Default copy: See CPO Listings; Redirects to internal Autotrader.com URL

BULLET POINTS/CALL-TO-ACTION COPY:

- 120 characters max, including spaces; six (6) bullet points max, one (1) bullet point min; disclaimers optional
- CTA: 20 characters max, including spaces; Default copy: Learn More

CONTENT COPY/CALL-TO-ACTION (CTA) COPY (Optional):

- 500 characters max, including spaces
- CTA: 20 characters max, including spaces

CERTIFIED BY HEADER COPY (Optional):

- 24 characters max, including spaces

CERTIFIED BY COPY/CALL-TO-ACTION COPY:

- 375 characters max, including spaces
- CTA: 20 characters max, including spaces; Default copy: Learn More

IMAGE:

- Hero Lifestyle Image: High resolution 1500×800 (Safe zone 890×380); layered PSD preferred, PNG or TIFF acceptable; or high resolution 1920×1080 PNG for internal resizing
- Inset Lifestyle Images: High resolution 720×480; layered PSD preferred, PNG or TIFF acceptable; or high resolution 1920×1080 PNG for internal resizing
- Min of three (3) images, max of five (5) images

LOGO:

- High resolution 110×50 on transparent background; layered PSD preferred, PNG or TIFF acceptable; or high resolution 1920×1080 PNG on transparent background for internal resizing

VIDEO (Optional):

- Client provided YouTube video URL

TAGS:

- One impression tag
- One click tag (Optional): Redirects to OEM CPO site

