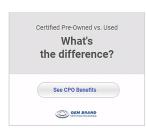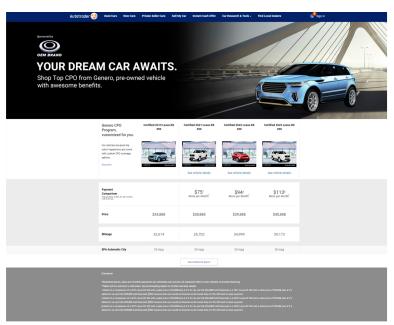**300x250 Entry**

300x250 Entry Back-Up

CPO Advantage Landing Page

Autotrader.com's Advertising Specifications

Certified Pre-Owned (CPO) Advantage

Note: Custom Ad Solution

Last updated: August 27, 2025

Description

Certified Pre-Owned (CPO) Advantage contextually promotes the benefits of buying certified pre-owned through an enhanced creative experience showcased on Autotrader.com certified and used vehicle details pages. The custom native 300×250 features certified inventory and drives the user to the Certified Pre-Owned Advantage landing page that is branded with an OEM lifestyle image and content. A comparison chart displaying a used vehicle in the first position followed by certified vehicles allows the user to evaluate used and certified pre-owned vehicles. When listings are not available a backup CPO creative directs the user to the landing page.

Media Specifications

Pages	Vehicle Details Page (VDP) CPO Advantage Landing Page
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions
Geography	National
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile
Dimensions	300×250 – Entry Point Custom – Landing Page
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.

Certified Pre-Owned (CPO) Advantage

Deliverable Specifications

HEADER COPY:

- Landing Page Hero: 22 characters max, including spaces; 2 lines max
- Landing Page Compare: 40 characters max, including spaces; 2 lines max
- Recommend content related to certified program or vehicle(s) due to nature of the product

SUBHEADER COPY:

- Landing Page Hero: 95 characters max, including spaces; 2 lines max
- Landing Page Compare: 115 characters max, including spaces; 4 lines max

CALL-TO-ACTION (CTA) COPY:

- Landing Page: 10 characters max, including spaces
- 300×250 Entry Point: 10 characters max, including spaces
- Default copy: Shop Now

DISCLAIMER COPY (Optional):

- 105 characters max, including spaces

IMAGE:

- Landing Page Hero – Lifestyle Image: High resolution 1734×440 (Safe zone 570×250); layered PSD preferred, JPG, PNG, or TIFF acceptable

LOGO:

- Vertical: High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Negative logo (for use on dark backgrounds)
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Negative logo (for use on dark backgrounds)

300×250 ENTRY POINT IMAGE HOVER HEX (Optional):

- Hex code
- Default hex: #00095B – Very Dark Blue

TAGS:

- One impression tag

- One click tag for each CTA, 300×250 Entry Point logo: Redirects to OEM site