


**\$19** less per month\*


Certified <Year> <Make>  
<Model>



**\$151** per month

Certified <Year> <Make>  
<Model>

\*For qualified buyers, est. monthly payment <\$300> based on <\$30000> with <0.9%> for <60> months. [Read More](#)



**TOYOTA**  
CERTIFIED PRE-OWNED


**Compare Now**

**Shop Now**


Certified Pre-Owned vs. Used

# What's the difference?

[See CPO Benefits](#)



**OEM BRAND**  
CERTIFIED PRE-OWNED

Autotrader  Used Cars [New Cars](#) [Private Seller Cars](#) [Sell My Car](#) [Instant Cash Offer](#) [Car Research & Tools](#) [Find Local Dealers](#) [Sign In](#)

## YOUR DREAM CAR AWAITS.

Shop Top CPO from Genero, pre-owned vehicle with awesome benefits.

### Genero CPO Program, customized for you.

Our vehicles are great for such inspections and come with exclusive CPO coverage options.

[Shop Now](#)

#### Certified 2015 Lexus RX 350

#### Certified 2011 Lexus RX 350

#### Certified 2012 Lexus RX 350

#### Certified 2012 Lexus RX 350

[View Vehicle Details](#)

[View Vehicle Details](#)

[View Vehicle Details](#)

#### Payment Comparison

\*Based on a 2015 Lexus RX 350 with MSRP of \$45,000 and a 2015 Lexus RX 350 with MSRP of \$45,000.

**\$75\***  
Month per Month\*

**\$94\***  
Month per Month\*

**\$113\***  
Month per Month\*

#### Price

\$34,888

\$38,888

\$39,888

\$40,888

#### Mileage

32,614

26,702

34,999

39,173

#### EPA Automatic City

20 mpg

20 mpg

20 mpg

20 mpg

[See Additional Specs](#)

Disclaimer:

\*Estimated prices, rates and monthly payments are estimates only and do not represent offers to sell vehicles or provide financing.

\*Rates are not an offer or a solicitation of credit. See participating dealer for complete program details.

†Based on a comparison of a 2015 Lexus RX 350 with a sales price of \$34,888 plus 0.5 % fee per year (\$2,093 total financing), a 2011 Lexus RX 350 with a sales price of \$38,888, plus 0.5 % fee per year (\$2,333 total financing), and a 2012 Lexus RX 350 with a sales price of \$39,888, plus 0.5 % fee per year (\$2,393 total financing).

†Based on a comparison of a 2015 Lexus RX 350 with a sales price of \$40,888 plus 0.5 % fee per year (\$2,453 total financing), a 2011 Lexus RX 350 with a sales price of \$39,173, plus 0.5 % fee per year (\$2,350 total financing), and a 2012 Lexus RX 350 with a sales price of \$39,173, plus 0.5 % fee per year (\$2,350 total financing).

†Based on a comparison of a 2015 Lexus RX 350 with a sales price of \$34,888 plus 0.5 % fee per year (\$2,093 total financing), a 2011 Lexus RX 350 with a sales price of \$38,888, plus 0.5 % fee per year (\$2,333 total financing), and a 2012 Lexus RX 350 with a sales price of \$39,888, plus 0.5 % fee per year (\$2,393 total financing).

## 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

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

# 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