

More Research Tools  
(Year)(Make)  
(Model)



[Build & Price](#)  
[See Inventory](#)

[Request A Quote](#)  
[Local Offers](#)



728x90

More Research Tools  
(Year)(Make)  
(Model)



[Build & Price](#)  
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300x250

More Shopping Tools  
Genero Tire Stores



[Performance](#)  
[All-Season](#)

[All-Terrain](#)  
[Locations](#)



728x90

More Shopping Tools  
Genero Tire Stores



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300x250

Autotrader.com’s Advertising Specifications

# Shopping Tools Module

**Note: Custom Ad Solution**

Last updated: February 8, 2023

## Description

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 native 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>    | CAMP 360                                                                                                                                                                                                                                                                                                          |
| <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 – 300×250 only                                                                                                                                                                                                                                                                        |
| <b>Dimensions</b>        | 728×90<br>300×250                                                                                                                                                                                                                                                                                                 |
| <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. |

# Shopping Tools Module

## Deliverable Specifications

### HEADLINE COPY:

- Default copy: More Research Tools or More Shopping Tools
- Any headline change requires Ad Product approval
- 20 characters max, including spaces

### YEAR, MAKE, MODEL/HEADER COPY:

- 30 characters max, including spaces
- Header copy without reference to year, make, model is acceptable

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

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

### IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle Image: 175×85, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

### LOGO:

- High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### TAGS:

- One impression tag
- Multiple click tags: Vehicle image, logo and one for each Call-To-Action (CTA). All redirect to OEM or advertiser site