

 <p><b>(Year) (Make) (Model)</b>  <b>All-new and re-designed Genero</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis.</p> <p><a href="#">Learn More</a></p> <p><small>Restrictions apply. <a href="#">Important Details</a></small></p> <p>Sponsored by  </p>	 <p><b>Going somewhere? We're ready to take you.</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis.</p> <p><a href="#">Shop Now</a></p> <p>Sponsored by  </p>
---	---

DESKTOP/MOBILE

Autotrader.com's Advertising Specifications

# Adaptive Ad Tile - Lifestyle

**Note: Custom Ad Solution**

Last updated: February 4, 2026

# Description

The Adaptive Ad Tile – Lifestyle is a custom integrated placement prominently located in line with classified search results. It gives advertisers the opportunity to promote actionable messaging and influence shoppers. These ad placements are aligned with listings and garner the strong consumer engagement. Generate awareness for your vehicle or brand with the Adaptive Ad Tile – Lifestyle.

# Media Specifications

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

# Adaptive Ad Tile - Lifestyle

## Deliverable Specifications

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

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

### SUB-HEADER COPY (Optional):

- 32 characters max, including spaces

### BODY COPY:

- 146 characters max, including spaces

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

- 15 characters max, including spaces

### DISCLAIMER COPY (Optional):

- Disclaimer Text: 21 characters max, including spaces
- Disclaimer CTA: 35 characters max, including spaces
- Disclaimer Copy: No character limit

### IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 350×200 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle or line-up image: High resolution 350×200 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
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### TAGS:

- One impression tag
- One click tag: Redirects to OEM site