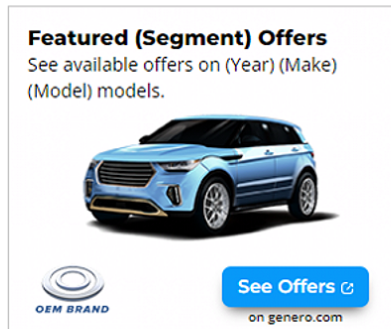




728x90



300x250

Autotrader.com's Advertising Specifications

Dynamic Creative - Brand Message

Note: Custom Ad Solution

Last updated: January 23, 2024

Description

A customizable creative with dynamic elements designed for upper funnel tactics such as branding for individual dealers or showcasing a regional sales event.

Media Specifications

Pages	All pages with applicable IAB size(s)
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile
Dimensions	728×90 300×250
Frequency Capping	No frequency capping
Additional Notes	Maximum of three (3) messaging versions at launch. Optimizations and/or revisions to creative allowed at 45 days post launch. 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.

Dynamic Creative - Brand Message

Deliverable Specifications

HEADER COPY:

- 32 characters max, including spaces

SUB-HEADER COPY:

- 75 characters max, including spaces

REGIONAL COPY (Optional):

- 25 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces

IMAGE:

- 300×250 – MREC
Jelly Image: 3/4 left-facing preferred, high resolution 206×100 PNG on transparent background; or high resolution 1920×1080 PNG
Lifestyle Image: 206×100, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing
- 728×90 – Leaderboard
Jelly Image: 3/4 left-facing preferred, high resolution 180×90 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
Lifestyle Image: 180×90, high-resolution, 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; Positive logo (for use on light backgrounds)
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

CUSTOMIZATION OPTIONS:

- Header Copy Message
- Sub-Header Copy Message
- Vehicle Image
- Logo Image

- Call-To-Action (CTA) Message
- Call-To-Action (CTA) Color (Default Hex: #006BC2#0799F8 Blue)
- Call-To-Action (CTA) Font Color (Default Hex: #FFFFFF White)

TAGS:

- One impression tag
- Up to three click tags: Redirects to OEM site; vehicle image, logo and CTA