



Autotrader.com's Advertising Specifications

# Enhanced SuperHero

Note: Custom Ad Solution

Last updated: October 20, 2025

# Description

The Enhanced SuperHero ad unit is an attention-getting unit that creates a “wow” factor with its persistent presence and high visibility placement on the Homepage and Used Cars, New Cars, and Car Research & Information Landing Pages. Directly below the site’s primary navigation, the large canvas commands full attention while captivating and engaging the consumer with its animated header copy and auto scrolling to each of your brand messages. Offering up to three panels for messaging, you can choose from multiple options to captivate and engage the consumer with your brand message through standard messaging, video messaging that invites users to enjoy your rich content or quickly get additional information, and by leveraging the content from Autotrader.com Editors.

## Media Specifications

<b>Pages</b>	Homepage Used Car Landing Page New Car Landing Page Research Landing Page
<b>Duration</b>	1 week (Wed-Tue)
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	10 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.

# Enhanced SuperHero

## Deliverable Specifications

### MESSAGING OPTIONS:

- **Animated Header (Default version):** OEM Message, Video Message, or Editorial Review Quote; one (1) image; one creative message
- **Multi Image:** OEM Message, Video Message, or Editorial Review Quote; two (2) images minimum, three (3) images maximum; one creative message
- **Multi Header:** OEM Message or Video Message (combinations encouraged, only one (1) Video Message panel per creative); one (1) image; two (2) creative messages minimum, three (3) creative messages maximum. Choose from selection of versions list below, a combination of versions encouraged :
  - Panel 1 (Required): Choose version OEM Message or Video Message – Provide creative message
  - Panel 2 (Required): Choose version OEM Message or Video Message – Provide creative message
  - Panel 3 (Optional): Choose version OEM Message or Video Message – Provide creative message
- **Multi Image Multi Header:** OEM Message or Video Message (combinations encouraged, only one (1) Video Message panel per creative); two (2) images minimum, three (3) images maximum; two (2) creative messages minimum, three (3) creative messages maximum (Header copy, Vehicle Name, CTA, and Disclaimer (optional)). Choose from selection of versions list below, a combination of messaging options encouraged:
  - Panel 1 (Required): Choose version OEM Message or Video Message – Provide image; provide creative message
  - Panel 2 (Required): Choose version OEM Message or Video Message – Provide image; provide creative message
  - Panel 3 (Optional): Choose version OEM Message or Video Message – Provide image; provide creative message

### HEADER COPY:

- OEM Message: 54 characters max, including spaces
- Video Message: 54 characters max, including spaces
- Autotrader.com Editors quote: 80 characters max, including spaces and quotation punctuation (Cox will provide three (3) quote options for selection)

### YEAR, MAKE, MODEL:

- 28 characters max, including spaces

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

- 16 characters max, including spaces

**DISCLAIMER COPY (Optional):**

- Disclaimer Text: OEM Message and Video Message 45 characters max, including spaces; Autotrader.com Editor default copy "Editorial content is independently created by Autotrader.com."
- Disclaimer CTA Text: 16 characters max, including spaces. (Launches disclaimer overlay)
- Disclaimer Overlay Text: 1000 characters max, including spaces

**IMAGE:**

- Lifestyle Image: High resolution 3330×2220 (Safe zone 600×250 for homepage); layered PSD preferred, JPG, PNG, or TIFF acceptable. (A Cox PSD template for asset creation can be provided on request)

**LOGO:**

- Vertical: High resolution 210×120 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)
- Horizontal: High resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)

**VIDEO THUMBNAIL IMAGE (Optional):**

- Lifestyle Image: High resolution 1920×1080 JPG for internal resizing

**VIDEO MESSAGE:**

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- Aspect ratio: 16:9 or 4:3, 960×540 min, 1920×1080 max
- Border: 1×1 contrasting border suggested
- 15 second video: 1MB max
- 30 second video: 3MB max

**TAGS:**

- One impression tag
- One click tag: Redirects to OEM site
- Editorial Review Quote – One click tracker (Optional): Tracks Autotrader.com internal redirect