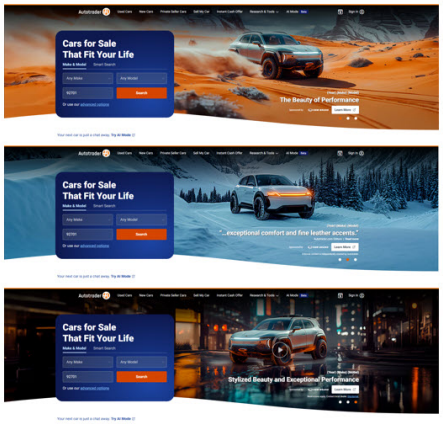
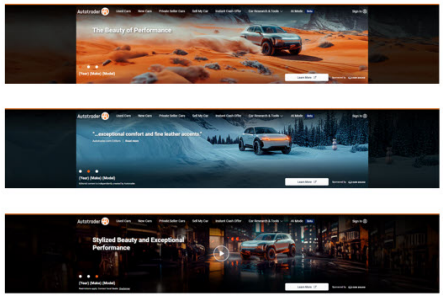
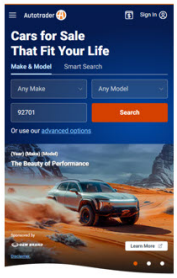


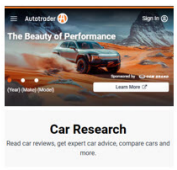
DESKTOP HOMEPAGE, USED CARS & NEW CARS SLP
*Multiple image Multiple Header version shown.



DESKTOP RESEARCH SLP
*Multiple image Multiple Header version shown.



MOBILE HOMEPAGE, USED CARS & NEW CARS SLP
*Multiple image Multiple Header version shown.



MOBILE RESEARCH SLP
*Multiple image Multiple Header version shown.

Autotrader.com's Advertising Specifications

Enhanced SuperHero

Note: Custom Ad Solution

Last updated: July 13, 2026

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

Pages	Homepage Used Car Landing Page New Car Landing Page Research Landing Page
Duration	1 week (Wed-Tue)
Share of Voice	Exclusive Sponsorship; 100% of impressions
Geography	National
Ad Serving	Site served
Lead Time	15 business days
Device	Desktop Tablet Mobile
Dimensions	Custom
Frequency Capping	No frequency capping
Additional Notes	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.

Detailed Specifications

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, Video Message, or Editorial Review Quote (combinations encouraged, only one (1) Video Message panel per creative; only one (1) Editorial Review Quote 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, Video Message, or Editorial Review Quote – Provide creative message
  - Panel 2 (Required): Choose version OEM Message, Video Message, or Editorial Review Quote – Provide creative message
  - Panel 3 (Optional): Choose version OEM Message, Video Message, or Editorial Review Quote – Provide creative message
- **Multi Image Multi Header:** OEM Message, Video Message, or Editorial Review Quote (combinations encouraged, only one (1) Video Message panel per creative; only one (1) Editorial Review Quote 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, Video Message, or Editorial Review Quote – Provide image; provide creative message
  - Panel 2 (Required): Choose version OEM Message, Video Message, or Editorial Review Quote – Provide image; provide creative message
  - Panel 3 (Optional): Choose version OEM Message, Video Message, or Editorial Review Quote – 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. Important note: Not all OEM models will have Autotrader editorial content available.)

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 4500×3500 preferred (a Cox PSD template for asset creation will be provided); or a high resolution 1920×568 minimum; layered PSD preferred, JPG, PNG, or TIFF acceptable

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