

(Year) (Make) (Model)

**See available offers on (Year) (Make) (Model).**



OEM BRAND

See Offers

on OEMBrand.com

728x90

(Year) (Make) (Model)

**See available offers  
on (Year) (Make)  
(Model).**



OEM BRAND

See Offers

on OEMBrand.com

300x250

Autotrader.com's Advertising Specifications

# Latest Offers

**Note: Custom Ad Solution**

Last updated: February 8, 2023

# Description

Latest Offers is a custom native ad solution that highlights a featured vehicle based on Consumer Insights data.

## 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 DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Devices</b>	Desktop Tablet Mobile – 300×250 only
<b>Dimensions</b>	728×90 300×250
<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.

# Latest Offers

## Deliverable Specifications

### YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

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

- 20 characters max, including spaces
- Default copy: See Offers

### 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 95×35 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