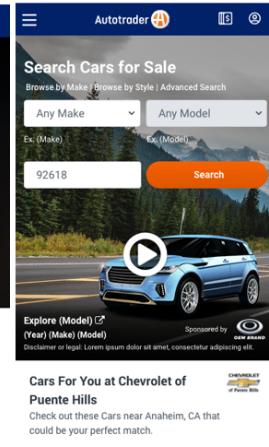


DESKTOP



MOBILE

Autotrader.com's Advertising Specifications

# SuperHero - OEM Video

Note: Custom Ad Solution

Last updated: January 31, 2024

# Description

The 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 Car, New Car, and Research Landing Pages. The ad unit remains in a persistent location directly below the site’s primary navigation. It appears full size on page load and remains expanded. The large canvas commands full attention while captivating and engaging the consumer with your brand message. Generate awareness among shoppers while leveraging video assets to create a deeper experience on Autotrader.com that invites users to enjoy your rich content or quickly get additional information.

# 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>	CAMP 360 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.

## Detailed Specifications

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### Deliverable Specifications

#### YEAR, MAKE, MODEL COPY (Optional):

- 28 characters max, including spaces

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

- 16 characters max, including spaces

#### DISCLAIMER COPY (Optional):

- Disclaimer: 70 characters max, including spaces
- Disclaimer CTA Text: 16 characters max, including spaces. (Launches disclaimer overlay)
- Disclaimer Overlay Text: 1000 characters max, including spaces

#### IMAGE:

- Lifestyle Image: High resolution 1300×475 (Safe zone 700×130); 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:

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 15 second video: 1MB max
- 30 second video: 3MB max

#### TAGS:

- One impression tag
- One click tag: Redirects to OEM site
- One click tracker (Optional): Tracks video