



(Year) (Make) (Model)

- [Build & Price](#)
- [Request A Quote](#)
- [See Inventory](#)
- [Local Offers](#)




DESKTOP




(Year) (Make) (Model)

- [Build & Price](#)
- [See Inventory](#)
- [Request A Quote](#)
- [Local Offers](#)




MOBILE




Genero Tire Stores

- [Performance](#)
- [All-Season](#)
- [All-Terrain](#)
- [Locations](#)




DESKTOP



Genero Tire Stores

- [Performance](#)
- [All-Terrain](#)
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- [Locations](#)



MOBILE

Autotrader.com's Advertising Specifications

# Superliner - Shopping Tools Module

**Note: Custom Ad Solution**

Last updated: February 8, 2023

# Description

The Superliner – Shopping Tools Module gives advertisers the opportunity to promote actionable messaging and influence shoppers. These ad placements are aligned with listings and garner strong consumer engagement. Generate awareness for your vehicle or brand with the Superliner.

## Media Specifications

<b>Pages</b>	Search Results Page (SRP)
<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
<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.

# Superliner - Shopping Tools Module

## Deliverable Specifications

### YEAR, MAKE, MODEL/HEADER COPY:

- 25 characters max, including spaces
- Header copy without reference to year, make, model is acceptable

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

- 19 characters max per CTA, including spaces; two (2) CTAs min, four (4) CTAs max

### DISCLAIMER COPY (Optional):

- Disclaimer: Unlimited character count
- Disclaimer CTA Text: 21 characters max, including spaces

### IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 290×167 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle or line-up image: 290×167, 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
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### TAGS:

- One impression tag
- Multiple click tags: Vehicle image, logo and one for each Call-To-Action (CTA). All redirect to OEM or advertiser site