



**(Year) (Make) (Model)**  
**All-new and re-designed Genero**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris dignissim saplen massa, vel sodales nisi scelerisque vitae. Duis at finibus metus.

[Explore More ↗](#)




DESKTOP




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MOBILE




**Going somewhere? We're ready to take you.**  
**Genero Tire Stores**  
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[Check Inventory ↗](#)




DESKTOP



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[Check Inventory ↗](#)



MOBILE

Autotrader.com's Advertising Specifications

# Superliner - Standard

Note: Custom Ad Solution

Last updated: February 8, 2023

# Description

The Superliner – Standard is a custom integrated placement prominently located above the search results. It gives advertisers the opportunity to promote actionable messaging and influence shoppers. These ad placements are aligned with listings and garner the 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>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

# Superliner - Standard

### Deliverable Specifications

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

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

#### SUB-HEADER COPY (Optional):

- 32 characters max, including spaces

#### BODY COPY:

- 146 characters max, including spaces

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

- 15 characters max, including spaces

#### DISCLAIMER COPY (Optional):

- Disclaimer CTA: 35 characters max, including spaces
- Disclaimer Copy: No character limit

#### 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: High resolution 290×167 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
- One click tag: Redirects to OEM site