

Autotrader.com's Advertising Specifications

# Hero Sponsorship

**Note: Standard Sponsorship**

Last updated: November 12, 2019



## Related Solution(s)

- CPO Retention/Conquest - 2020
- Retention - 2020
- CPO Retention - 2020
- Homepage Sponsorship - Premium Offsite: Brand Converter - 2019
- Retention Package - 2019



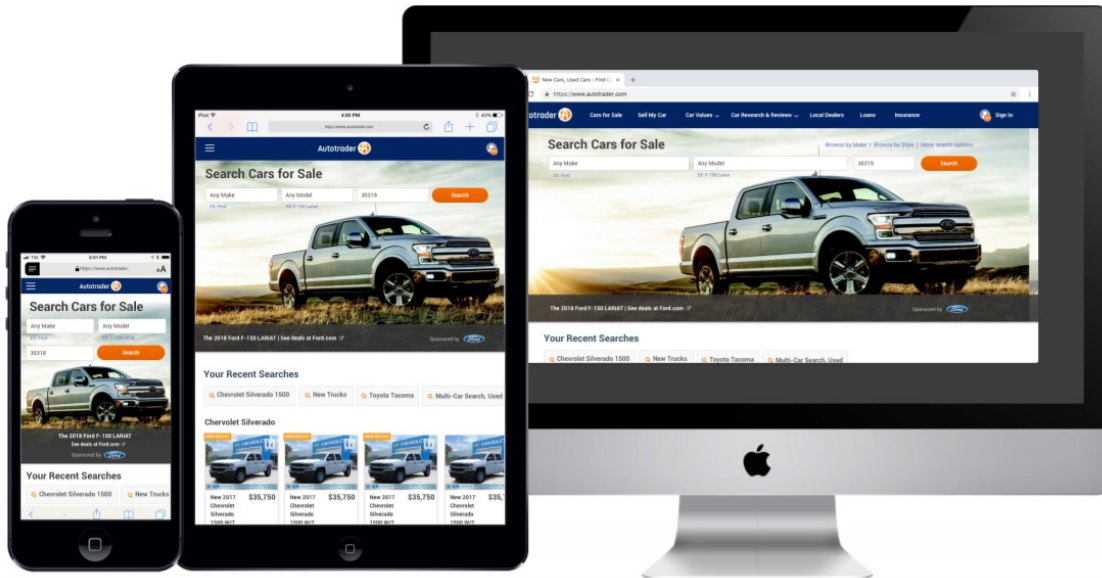
# Description

Generate awareness for your vehicle or brand as shoppers begin their shopping journey

## Media Specifications

<b>Pages</b>	Homepage
<b>Duration</b>	1 week (Wed-Tue)
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	Requires custom schedule
<b>Ad Serving</b>	Homepage Hero – site served Third Party ad tags MUST support secure (https://) format as of 10/01/2016 <b>No fourth party pixels, JavaScript Code or JavaScript calls</b> may be added without prior written consent of COX Automotive – Autotrader. Advertiser and/or agency is expressly prohibited from collecting any data from Autotrader.com, including





Detailed Specifications

# Responsive Image Frame

## Image Requirement

Content of image must display and focus on an automotive vehicle.

Image must be lifestyle in nature. NO studio shots on white backgrounds. NO copy should be present on the image.

### Breakpoint #1

- 1300px width, 475px height
- 1030px width, 275px height (safe area)

### Breakpoint #2

- 1024px width, 475px height
- 825px width, 275px height (safe area)

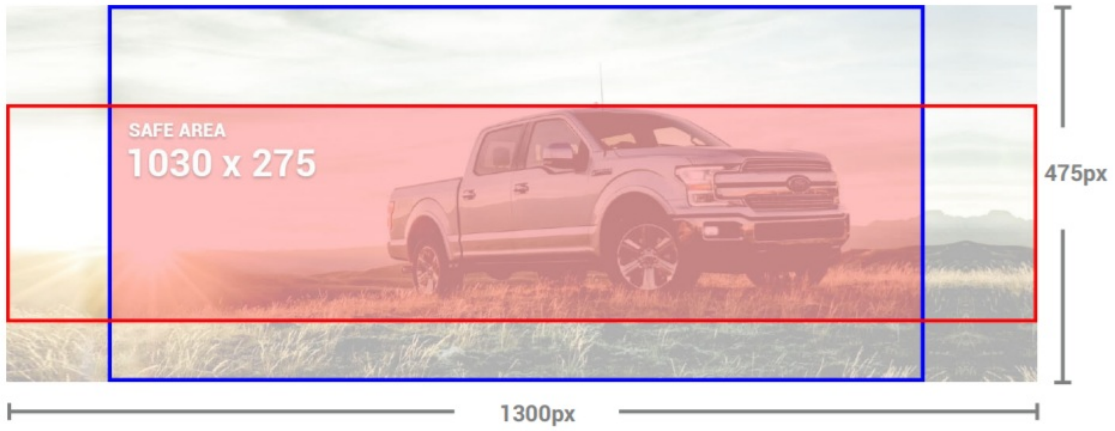
### Breakpoint #3

- 768px width, 475px height
- 725px width, 250px height (safe area)

### Breakpoint #4

- 480px width, 475px height
- 360px width, 135px height (safe area)



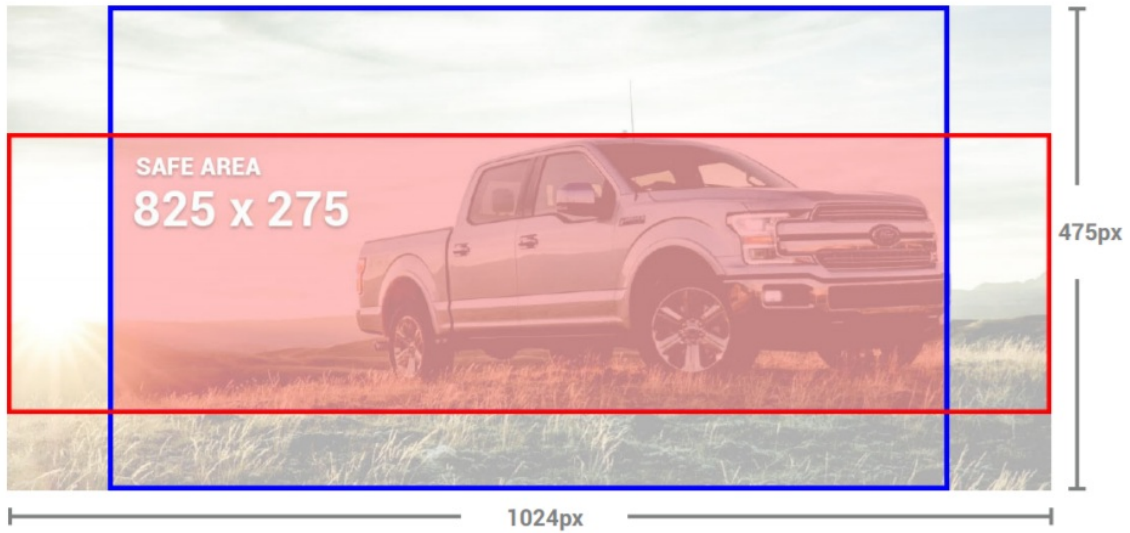


Detailed Specifications

## Responsive Image Frame (Desktop)

### Breakpoint #1 Ideal Image Size & Safe Area

We recommend supplying a larger resolution image to allow for any necessary edits



Detailed Specifications

# RESPONSIVE IMAGE FRAME

## Breakpoint #2 Ideal Image Size & Safe Area

We recommend supplying a larger resolution image to allow for any necessary edits



Detailed Specifications

## Responsive Image Frame (Tablet)

### Breakpoint #3 Ideal Image Size & Safe Area

Image Weights 725px width, 250px height (safe area)



#### Detailed Specifications

#### **Breakpoint #4 Ideal Image Size & Safe Area**

We recommend supplying a larger resolution image to allow for any necessary edits

## Detailed Specifications

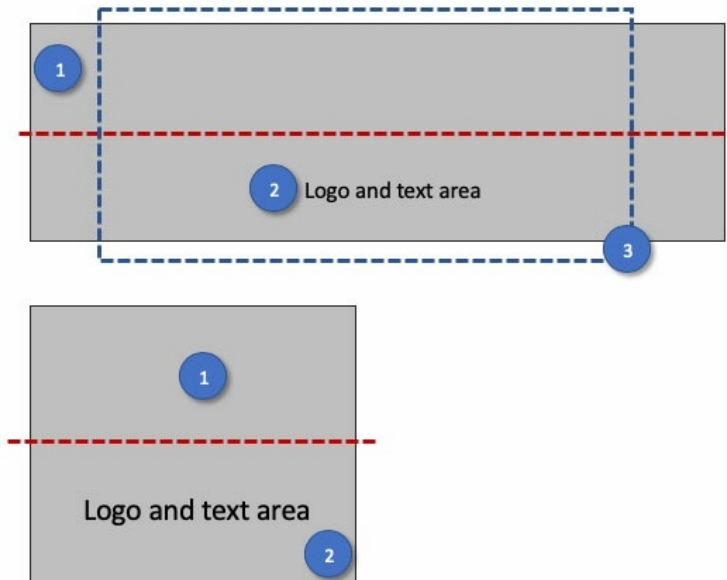
### Sponsorship Lockup

- 40 character limit for headline
- 225-250 character limit for body copy
- Option of clickable external button
- Logo size – 100×30. Horizontal logo with transparent background is preferred. Logo links to OEM's website on desktop and mobile devices.
- Panel background color and font color are not customizable



## Detailed Specifications

- 40 character limit for headline
- 225–250 character limit for body copy
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## Detailed Specifications

### Detailed Specifications Creative Requirements

1. Keep top half of hero image clear of text or logos.
2. Place logos or text on bottom/center of hero image.
3. Embedded text and/or logos must stay within the image safe area

# Creative

## Dimensions

- Hero Image - 1300x475