

**Autotrader.com's Advertising Specifications** 

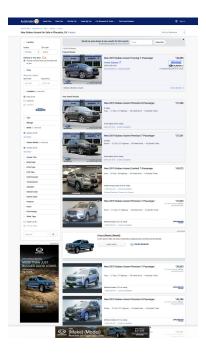
# **Programmatic Native Superliner Desktop**

**Note:** Programmatic Native Superliner Desktop

## Related Solution(s)

- Master OEM Ad Solutions Portfolio 2020
- Programmatic Open Auction
- Programmatic: Private Auction
- Master OEM Ad Solutions Portfolio 2019





**Detailed Specifications** 

# **Programmatic Native Superliner Desktop**

#### **Vehicle Image**

width – 236px height – 192px

#### Logo (optional)

width – 150px height – 40px

#### Headline

Roboto Bold 18pt #333333 Max Characters – approximately 40

### Body

Roboto Regular 14pt #333333 Max Characters – approximately 105

### CTA

Roboto Regular 14pt #5b595a Max Characters – approximately 25

#### **Disclaimer / DBA / Additional Text**

Roboto Regular 11pt #7a7a7a Max Characters – approximately 80



