

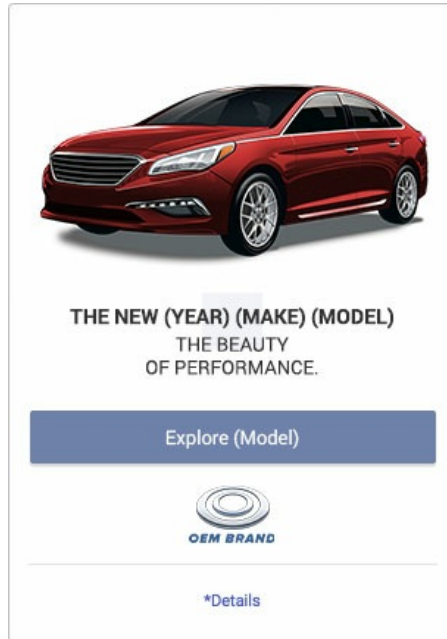
Autotrader.com's Advertising Specifications



Programmatic Video: Native Superliner Mobile Google

Note: Programmatic Native Superliner Mobile

Last updated: March 24, 2020



Detailed Specifications

Programmatic Native Superliner Mobile

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

