



Autotrader

Spotlights and Superliners



DESKTOP AD SPECS OPTION 1

Asset

Jpeg width - 727px, height - 200px
Page Alignment Centered
Background Color #f3f4f9

Fonts

Headline Roboto Bold 18pt (#333333)
Max Characters approx 40

Body Roboto Regular 14pt (#333333)
Max Characters approx 105

Disclaimer Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions (vehicle) width - 283px, height - 172px
Dimensions (logo) width - 150px, height - 40px



DESKTOP AD SPECS OPTION 2

Asset

Jpeg width - 727px, height - 200px
Page Alignment Centered
Background Color #f3f4f9

Fonts

Headline Roboto Bold 18pt (#333333)
Max Characters approx 85

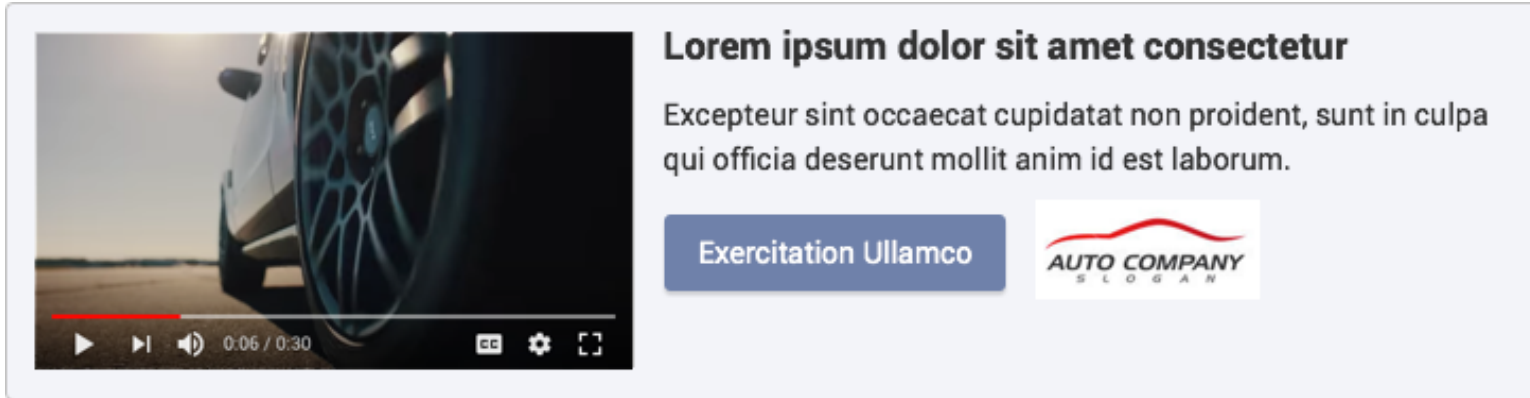
Body Roboto Regular 14pt (#333333)
Max Characters approx 50

Link Roboto Regular 14pt (#505fbb)

Disclaimer Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions width - 283px, height - 172px
(vehicle or logo)



DESKTOP VIDEO AD SPECS

Asset (Desktop)

Jpeg width - 727px, height - 200px
Page Alignment Centered
Background Color #f3f4f9

Fonts

Headline Roboto Bold 18pt (#333333)
Max Characters approx 40

Body Roboto Regular 14pt (#333333)
Max Characters approx 105

Media Assets

Video Dimensions width - 283px, height - 159px
Image Dimensions (logo) width - 150px, height - 40px

*NOTE

Video playback only occurs when user initiated

MOBILE AD SPECS OPTION 1

Asset

Jpeg
Page Alignment
Background Color

width - 305px, height - 435px
Centered
#f3f4f9

Fonts

Headline
Max Characters

Roboto Bold 14pt (#333333)
approx 40

Body
Max Characters

Roboto Regular 11pt (#333333)
approx 105

Disclaimer


Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions (vehicle)
Dimensions (logo)


width - 283px, height - 172px
width - 150px, height - 40px

Ad



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Exercitation Ullamco



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[Disclaimer](#)

MOBILE AD SPECS OPTION 2

Asset

Jpeg
Page Alignment
Background Color

width - 305px, height - 435px
Centered
#f3f4f9

Fonts

Headline
Max Characters

Roboto Bold 14pt (#333333)
approx 85

Body
Max Characters

Roboto Regular 11pt (#333333)
approx 50

Disclaimer


Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions
(vehicle or logo)

width - 283px, height - 172px

Ad



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Exercitation Ullamco

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[Disclaimer](#)

MOBILE VIDEO AD SPECS

Asset

Jpeg
Page Alignment Centered
Background Color #f3f4f9

Fonts

Headline Roboto Bold 14pt (#333333)
Max Characters approx 40

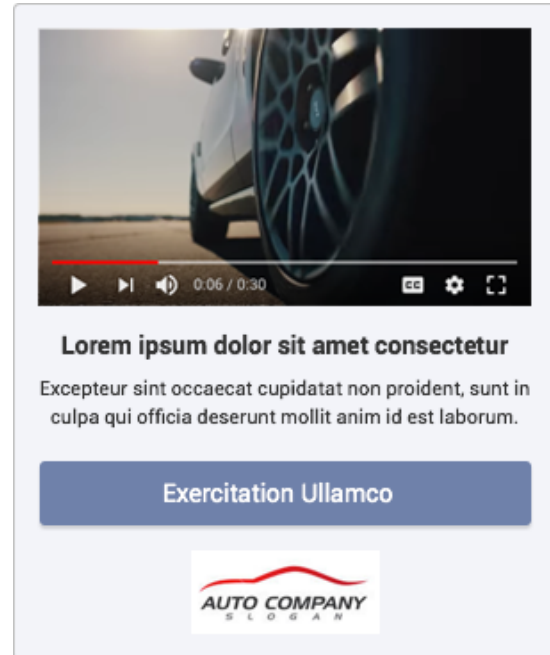
Body Roboto Regular 11pt (#333333)
Max Characters approx 105

Media Assets

Video Dimensions width - 283px, height - 159px
Image Dimensions (logo) width - 150px, height - 40px

*NOTE

Video playback only occurs when user initiated



The image shows a mobile video advertisement layout. At the top is a video player with a dark background showing a close-up of a car's wheel. Below the video player is a headline in bold black text: "Lorem ipsum dolor sit amet consectetur". Underneath the headline is a paragraph of placeholder text: "Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." Below the text is a blue button with white text: "Exercitation Ullamco". At the bottom of the ad is a logo for "AUTO COMPANY" with the word "SLOGAN" underneath it.



DESKTOP AD SPECS OPTION 1

Asset (Desktop)

Jpeg width - 728px, height - 200px
Page Alignment Centered
Background Color #ffffff

Fonts

Headline Roboto Bold 18pt (#333333)
Max Characters approx 40

Body Roboto Regular 14pt (#333333)
Max Characters approx 105

Disclaimer Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions (vehicle) width - 283px, height - 172px
Dimensions (logo) width - 150px, height - 40px



DESKTOP AD SPECS OPTION 2

Asset

Jpeg width - 728px, height - 200px
Page Alignment Centered
Background Color #ffffff

Fonts

Headline Roboto Bold 18pt (#333333)
Max Characters approx 85


Body Roboto Regular 14pt (#333333)
Max Characters approx 50

Link Roboto Regular 14pt (#505fbb)

Disclaimer Roboto Regular 11pt (#7a7a7a)

Image Assets


Dimensions width - 283px, height - 172px
(vehicle or logo)



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Exercitation Ullamco



DESKTOP VIDEO AD SPECS

Asset (Desktop)

Jpeg width - 728px, height - 200px
Page Alignment Centered
Background Color #ffffff

Fonts

Headline Roboto Bold 18pt (#333333)
Max Characters approx 40

Body Roboto Regular 14pt (#333333)
Max Characters approx 105

Media Assets

Video Dimensions width - 283px, height - 159px
Image Dimensions (logo) width - 150px, height - 40px

*NOTE

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MOBILE AD SPECS OPTION 1

Asset

Jpeg
Page Alignment
Background Color

width - 306px, height - 435px
Centered
#ffffff

Fonts

Headline
Max Characters

Roboto Bold 14pt (#333333)
approx 40

Body
Max Characters

Roboto Regular 11pt (#333333)
approx 105

Disclaimer


Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions (vehicle)
Dimensions (logo)

width - 283px, height - 172px
width - 150px, height - 40px

Ad



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Exercitation Ullamco

AUTO COMPANY
S L O G A N

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[Disclaimer](#)

MOBILE AD SPECS OPTION 2

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Page Alignment
Background Color

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Roboto Regular 11pt (#7a7a7a)

Image Assets

Dimensions
(vehicle or logo)

width - 283px, height - 172px

Ad



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Exercitation Ullamco

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[Disclaimer](#)

Superliners

MOBILE VIDEO AD SPECS

Asset

Jpeg
Page Alignment Centered
Background Color #ffffff

Fonts

Headline Roboto Bold 14pt (#333333)
Max Characters approx 40

Body Roboto Regular 11pt (#333333)
Max Characters approx 105

Media Assets

Video Dimensions width - 283px, height - 159px
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