

Autotrader.com's Advertising Spec

# Programmatic Spotlight - Desktop

Style Guide

02/08/19



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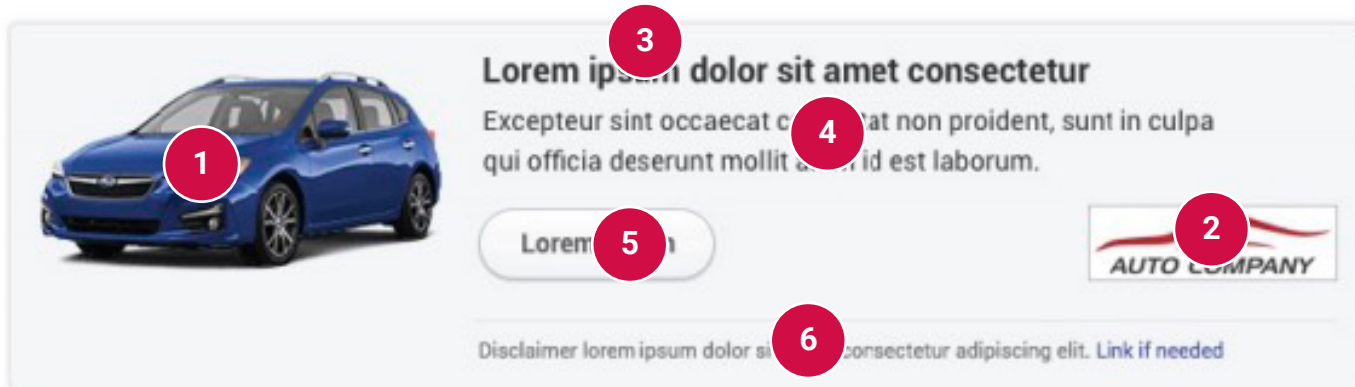
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## DETAILED SPECIFICATIONS

# Smartphone Programmatic Module - Desktop

728x200

Background - #f3f4f9

border - 1px #cacaca, 5px radius

### 1. Vehicle Image

width - 236px  
height - 192px

### 2. Logo (optional)

width - 150px  
height - 40px

### 3. Headline

Roboto Bold 18pt #333333  
Max Characters - approximately 40

### 4. Body

Roboto Regular 14pt #333333  
Max Characters - approximately 105

### 5. CTA

Roboto Regular 14pt #5b595a  
Max Characters - approximately 25  
Border - 1px #d5d4d9, 20px radius  
Background - linear gradient, #fefeff, #f1f2f6

### 6. Disclaimer / DBA / Additional Text

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