


Autotrader.com's Advertising Spec


Programmatic Spotlight - Mobile

02/08/19



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DETAILED SPECIFICATIONS

Smartphone Programmatic Module - Mobile

- 1. Vehicle Image**
width - 236px
height - 192px
- 2. Logo (optional)**
width - 150px
height - 40px
- 3. Headline**
Roboto Bold 14pt #333333
Max Characters - approximately 40
- 4. Body**
Roboto Regular 11pt #333333
Max Characters - approximately 105
- 5. CTA**
Roboto Bold 11pt #5b595a
Max Characters - approximately 25
- 6. Disclaimer / DBA / Additional Text**
Roboto Regular 11pt #7a7a7a
Max Characters - approximately 80

