


Autotrader.com's Advertising Spec

Programmatic Spotlight - Mobile


Style Guide

02/08/19



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DETAILED SPECIFICATIONS

Smartphone Programmatic Module - Mobile

306x435

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 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

Border - 1px #d5d4d9, 20px radius

Background - linear gradient, #fefeef, #f1f2f6

6. Disclaimer / DBA / Additional Text

Roboto Regular 11pt #7a7a7a

Max Characters - approximately 80

