Autotrader

DealerSite Spotlights



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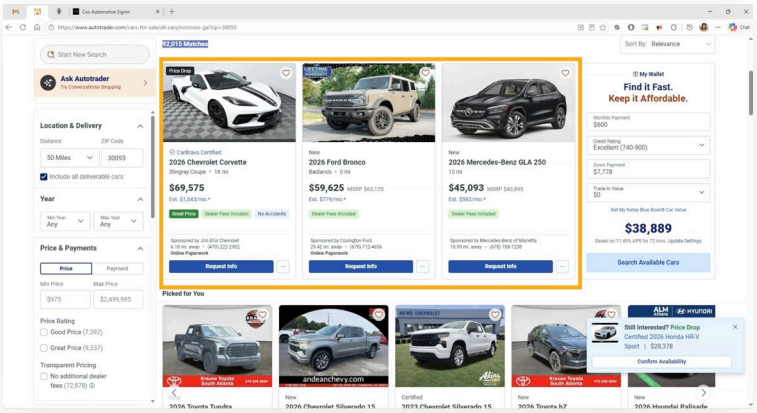
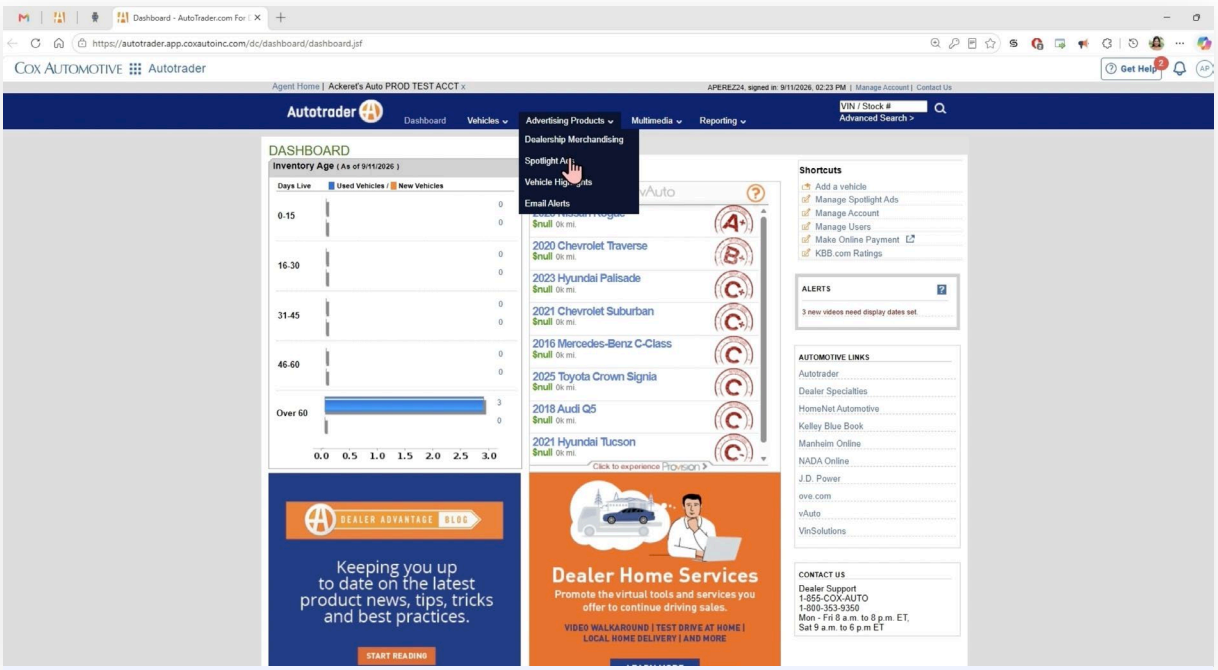
Spotlights Ads

Spotlights Ads give your vehicles enhanced placement on the Autotrader and Kelley Blue Book on the Search Results Page (SRP). These sponsored labeled ads can be found in the premium locations across the top of this page or the mobile app.



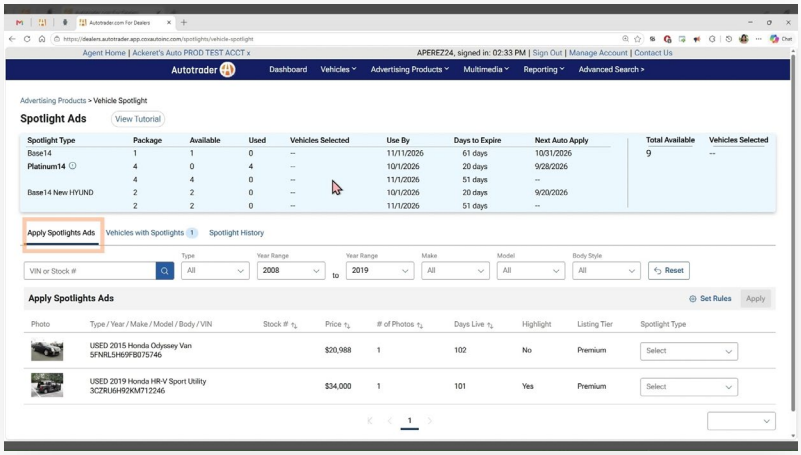
STEP 1 Finding Spotlight Ads Options



From the Advertising Products tab, select Spotlight Ads from the drop-down list

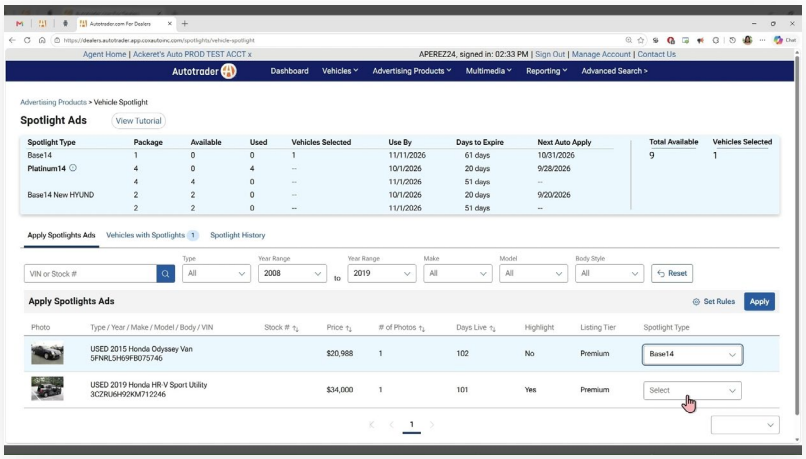
STEP 2 Use Spotlight Summary

Use the Spotlight Summary for a quick overview of available Spotlights and expiration dates



STEP 3 Applying & Managing Spotlights

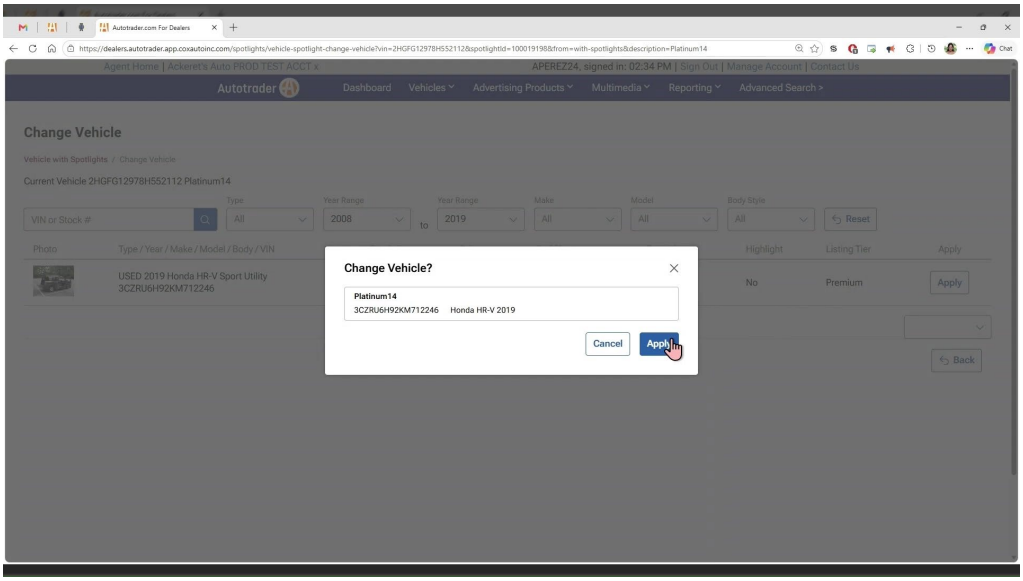
Selecting a Spotlight Type



From the Apply Spotlights Ads tab

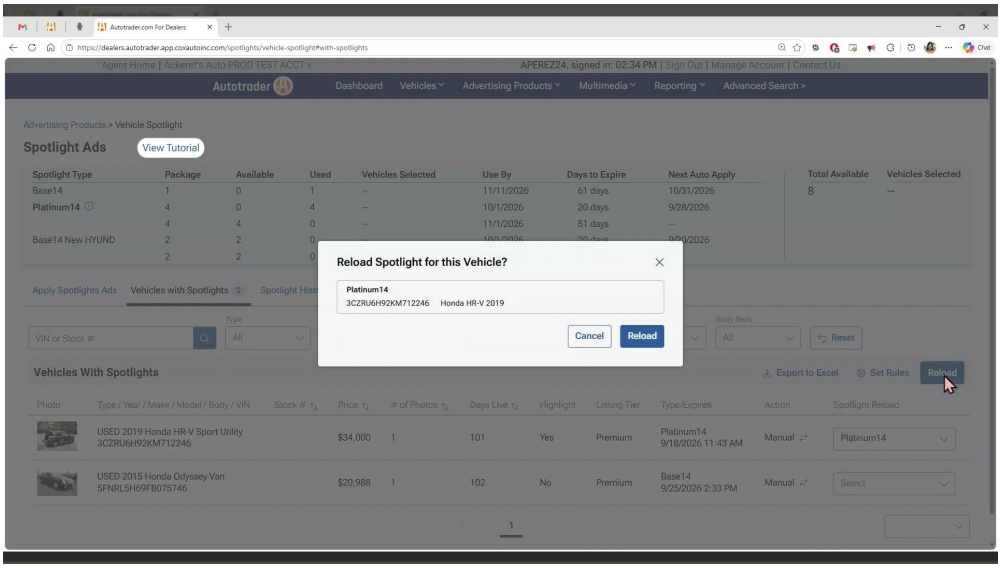
1. Search & Filter — use search and filters to find eligible vehicles in inventory
2. Select Type — click the Select drop-down under Spotlight Type to choose your ad
3. Apply — click Apply to save your selection to that vehicle
4. Change or Reload — use Change Vehicle to reassign, or Spotlight Reload to auto-apply a new one when it expires

STEP 4 Changing Which Vehicle is Spotlighted



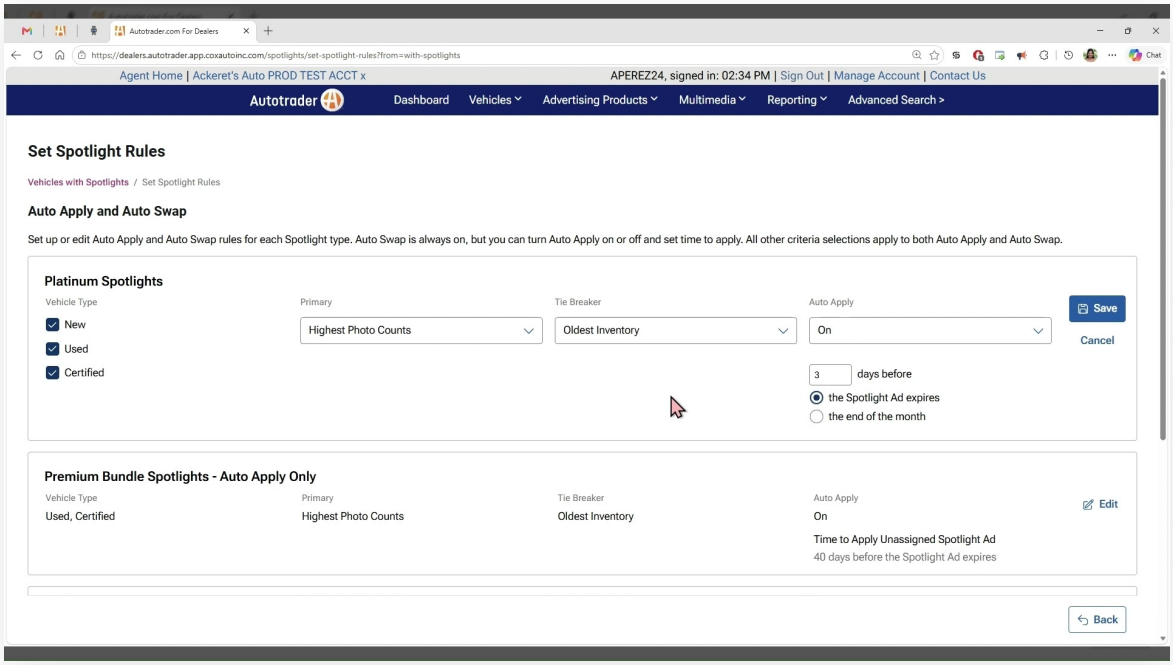
STEP 5 Spotlight Reload – How to Auto-Apply the Next One

Spotlight Reload automatically applies another Spotlight to the same VIN when the current Spotlight expires.



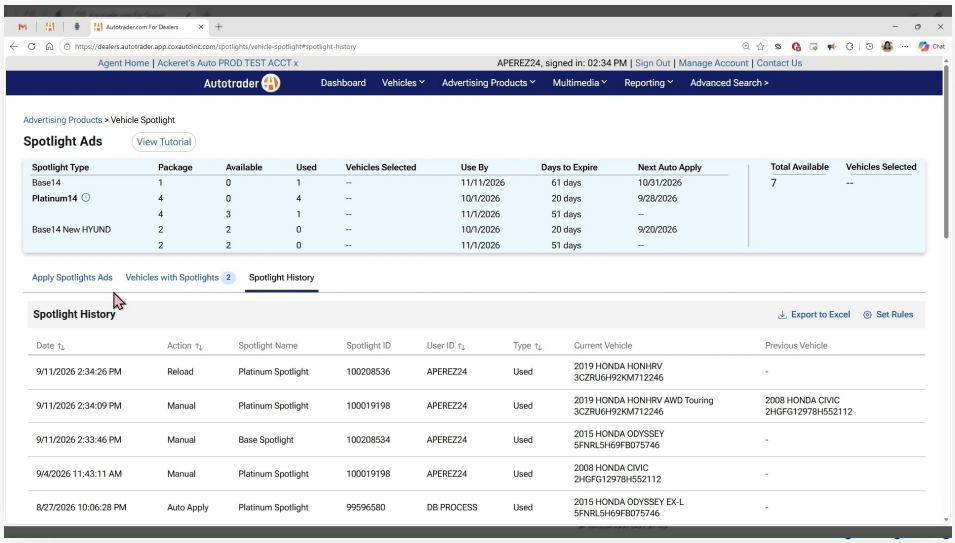
STEP 6 Automating with Rules

Selecting a Spotlight Type



1. Auto-Swap is always on; Auto-Apply can be turned on or off per Spotlight type
2. Set criteria using a Primary sort and a Tie Breaker (e.g., Highest Photo Count, Oldest Inventory)
3. Auto-Swap triggers when a Spotlighted vehicle is sold or removed, transferring remaining days to another car
4. Spotlight History provides a full audit trail of every change made

STEP 7 Spotlight History – Full Audit Trail



Naming Convention & Expiration

How Spotlights are named and expire

- Naming is based on Spotlight tier and duration
- Example: Platinum14 = Platinum tier, 14-day duration
- Example: Base28 = Base tier, 28-day duration
- Unused Spotlights expire from the Spotlight Bank after 60 days

Vehicle Eligibility

What qualifies vs. disqualifies

- Has a primary photo that isn't a stock photo
- Is not pending or sold
- Has complete price, mileage, and trim details
- Does not already have a Spotlight applied
- Standard tier vehicles cannot be Spotlighted
- New Spotlight types require new car inventory
- Missing data or duplicate Spotlights will disqualify a vehicle