


Autotrader.com's Advertising Spec

# Programmatic Inventory Search Module 300x175

Style Guide

02/25/19



**OEM BRAND**

**All new for 2019**  
With all new features and more powerful than ever.



DETAILED SPECIFICATIONS

# Programmatic Inventory Search Module 300x175

No Incentives

1. Image  
width - 300px  
height - 100px
2. Bold Text  
Character limit - 55 approx.
3. Regular Text  
Character limit - 50 approx.

