

High Visibility Native

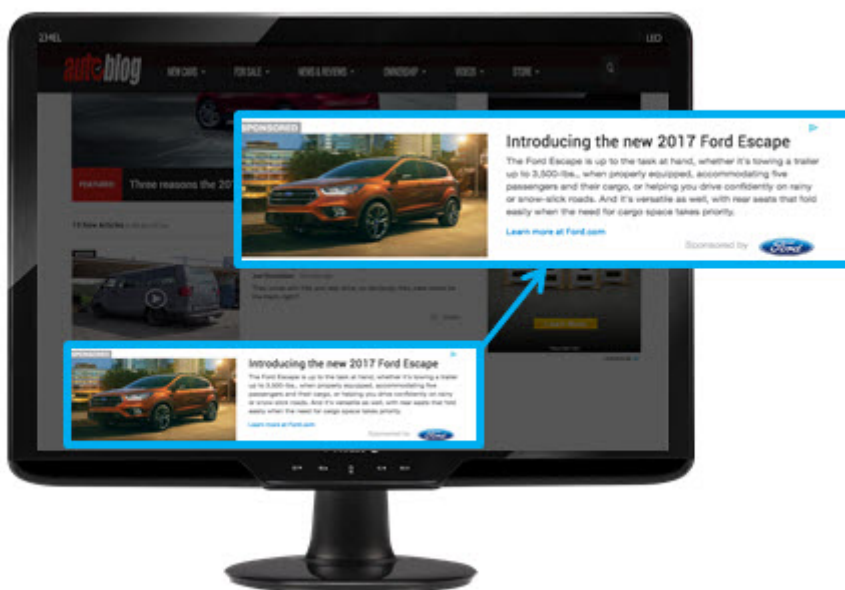
Description:

High visibility, seamlessly integrated sponsored ad that sits inline content in the second placement on the Autoblog main page and select article pages. Offers users a trusted environment to showcase their messages in a high branded execution complete with client logo, image and editorial copy. Users can be directed to external sites or to long form custom content. The ad can include multiple links sending users to your brand's external site.

Available on desktop and mobile web

- 1140x280 desktop
- Responsive - Tablet, Mobile Web

Mock:



Spec Classification: Mobile
Native
Tablet

Spec Placement: Autoblog

Width: 1 140

Height: 280

File Type:

In-Feed

Backup Image Submission Guidelines: Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).

Z-Index Guidelines: [Click here for z-index range](#)

Third Party Serving:

No

Third Party Tracking:

Yes

Submission Guidelines:

Assets due 14 business days prior to launch.

Key Creative Guidelines:**High Vis Native (Native or Bullet Creative Options)**

- 750 x 422 Image: 80K max, static. (NOTE: Actual image size on Desktop will be 376x212 like the Editorial Post image. A larger graphic size is requested to maintain the graphic quality for retina devices and when the unit is scaled down for mobile.)
- Headline Text: 46 characters max including spaces.
- BodyText: 350 Characters max including spaces
- Linked Text: 30 characters max including spaces.
- 88x31 logo image - 5K max, static, white/transparent BG, static Image tracking allowed, NO JS.
- Optional: Native ad clicks to a long form article page

O&O - Text - Autos High Vis Bullet (1140x280)

- 750 x 422 Image: 80K max, static. (NOTE: Actual image size on Desktop will be 376x212 like the Editorial Post image. A larger graphic size is requested to maintain the graphic quality for retina devices and when the unit is scaled down for mobile.)
- Make Model: 40 char max including spaces.
- Bullet Text x4 (not more or less): 20 char max incl. spaces per bullet (20 total).
- 88x31 Logo: 5K max, white/transparent BG, static. Image tracking allowed, NO JS.

Supported Countries:

US