

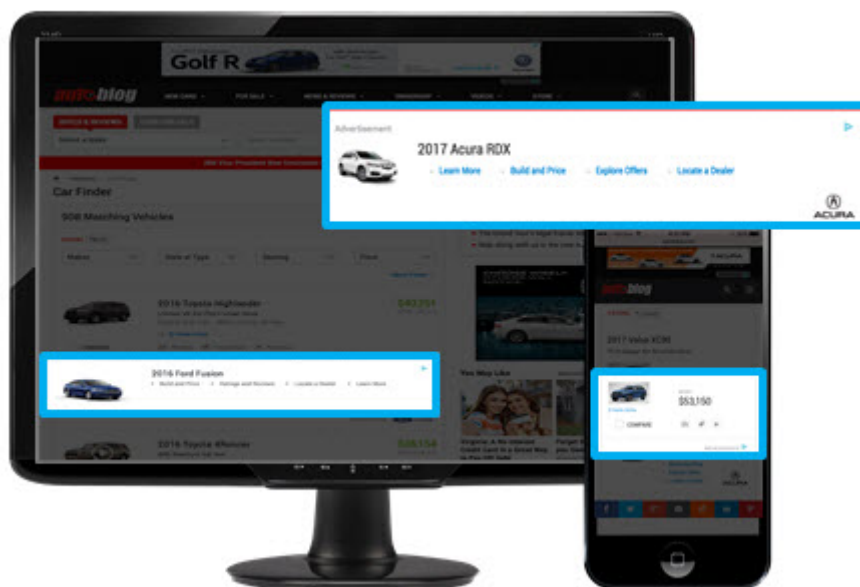
## New Car Spotlight

### Description:

Reach serious in-market shoppers cross auto shopping categories and brands with the New Car Spotlight. This unit lives natively within the content stream on the CarFinder Main Page, New Cars Main Page and on related editorial/Vehicle reviews. Brands showcase key vehicle information and pricing, plus have the option to link externally to their brand's site or to internally to the model page on Autoblog. Re-engage audiences who have already been exposed to your brand messaging with this sponsorship extender on Ad.com by retargeting them with the New Car Spotlight.

Available on desktop and mobile web.

### Mock:



**Spec Classification:** Mobile  
Native  
Tablet

**Spec Placement:** Autoblog

**Width:** 374

**Height:** 140

**File Type:**

In-Feed

**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:**

O&O - Text - Autos Integrated Unit (374x140)

- Graphic+Text: 150x100 image - 10K max, static, white/transparent BG.
- Make and Model name. 4 Bullets (not more or less) - 20 char max incl. spaces each, 80 chars max TOTAL.
- 88x31 logo image - 5K max, static, white/transparent BG.
- NO RESEARCH.

**Supported Countries:** US