

Category Spotlight

Description:

Reach readers with relevant content seamlessly integrated into the content stream with the Category Spotlight. Inform readers with key vehicle information and pricing, and engage them with links to your brand's site or to the model page on Autoblog. This format sits natively within the following pages:

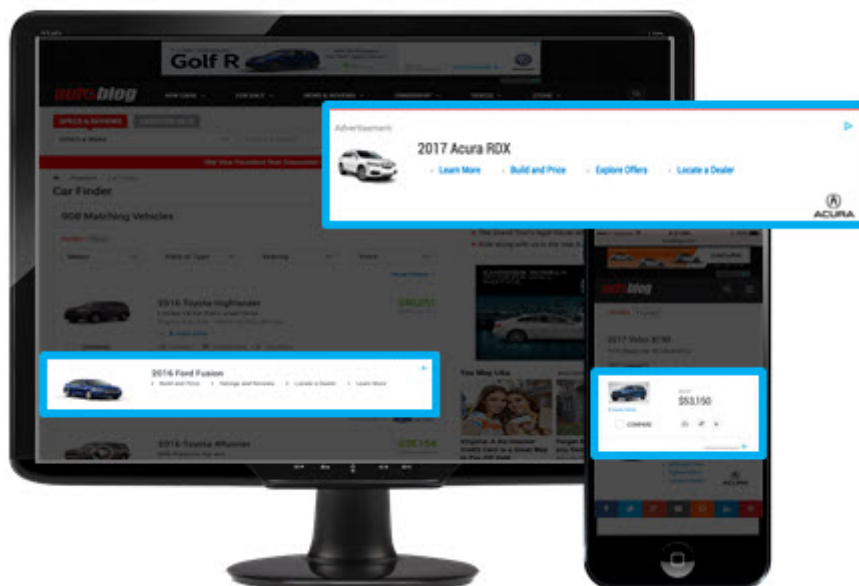
- Search Models By Category
- Car Finder Category (fixed position)
- Category-related editorial content.

Additionally, it is on pages with Sponsorships supporting the following categories: Sedan, SUV, Truck, Crossover, Luxury, Sports Cars, Convertible, Hatchback/Wagon, Green/Hybrid, and Minivan/Van.

Available on desktop and mobile web

- 750x157 text ad - Desktop
- Responsive - Mobile Web, Tablet

Mock:



Spec Classification:

Mobile
Native
Tablet

Spec Placement: Autoblog

Width: 750

Height: 157

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 are due 14 business days prior to launch.

Key Creative Guidelines:

Category Spotlight (Native, Bullet, and Paragraph Creative Options)

- O&O - Text - Autos Category Native (750x157)
 - 300x168 Image: 40K max, white/transparent BG, static. (NOTE: Actual image size on Desktop will be 150x84. 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.
 - Engine: 40 Characters
 - MPG: 3 characters max each (City, Hwy).
 - MSRP: Include \$ and comma.
 - Linked Text: 30 characters max including spaces. |
 - Image tracking allowed, NO JS.
- O&O - Text - Autos Category Bullet (750x157)
 - 300x168 Image: 40K max, white/transparent BG, static. (NOTE: Actual image size on Desktop will be 150x84. 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): 18 char max incl. spaces per bullet (72 total).
- 88x31 Logo: 5K max, white/transparent BG, static.
- Image tracking allowed, NO JS.
- O&O - Text - Autos Category Paragraph (750x157)
 - 300x168 Image: 40K max, white/transparent BG, static. (NOTE: Actual image size on Desktop will be 150x84. 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.
 - Description Text: 80 characters max including spaces.
 - 88x31 Logo: 5K max, white/transparent BG, static.
 - Linked Text: 30 characters max including spaces.
 - Image tracking allowed, NO JS.

Supported Countries: US