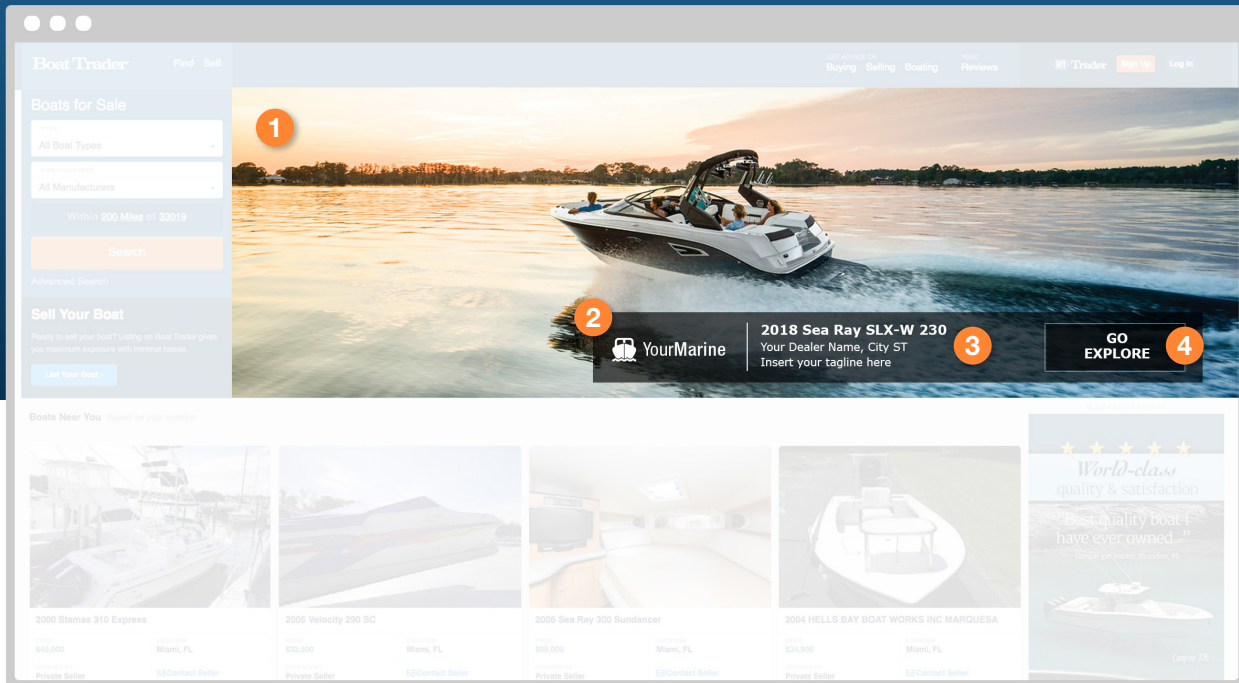


Hero Ad Requirements



Provide your Account Manager with the following to set up your Hero Ad:

- 1 Hero Ad image(s) with a minimum size of 2000px x 966px (Hi-Res files only min 300 dpi. if your Hero Ad has a text overlay please submit layered PSD or TIFF file)
- 2 Logo - Vector Format (ex. AI, EPS, PDF)
- 3 Headline (25 character limit - will typically be Year/Make/Model) / Tagline (30 character limit)
Note: headline and tagline will not appear on smaller screens to enhance user experience.
- 4 Call To Action - Go Explore OR More Information + Click-through URL (preferably with tracking info)

