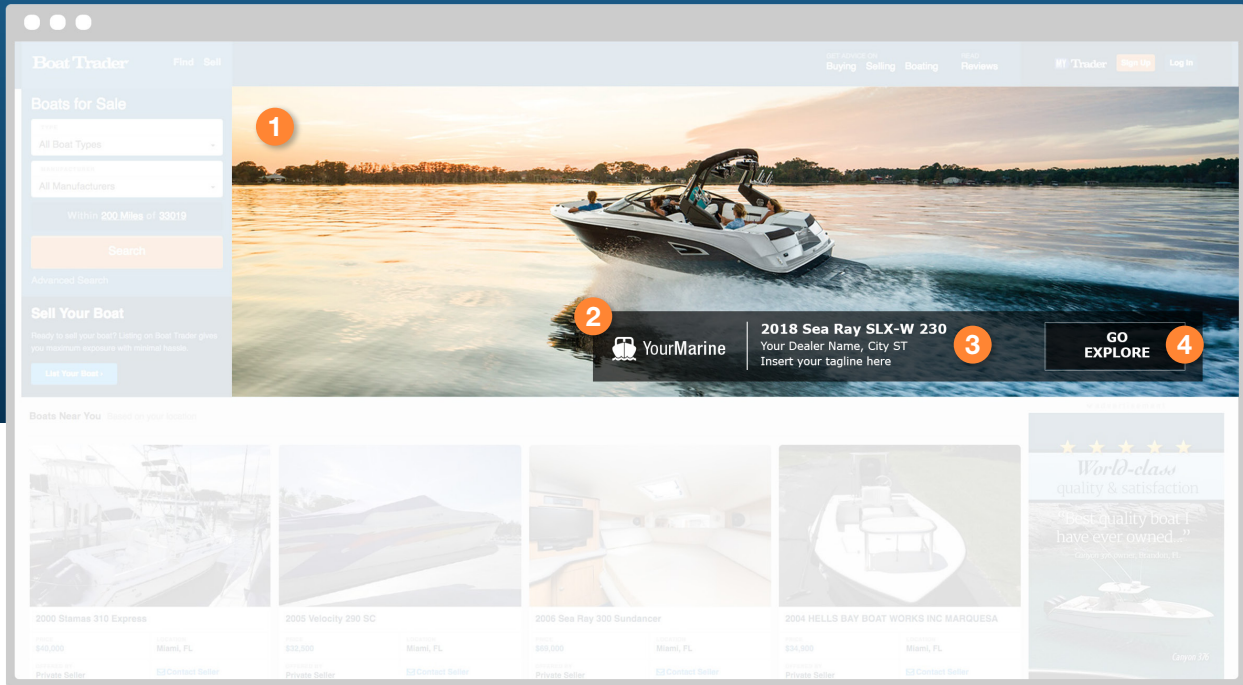# Boat Trader

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)

NOTE: All ads must show boat(s) on the water. Final ad approval provided by our Ad Operations team.

2000px Width

966px Height

600px Clear Space for sides

300px Clear Space for the top & bottom