



Branded Canvas

What is Branded Canvas?

Ad

From the manufacturer




2022 Test BC


Tertiary clickthrough ↗

Secondary btn ↗

Primary btn ↗



Lorem Ipsum has been the standard dummy text ever since the 1500s



It has survived not only five centuries, but also the leap into electronic typesetting.

Our new Branded Canvas lives on the SRP. It's a native unit built to house attractive brand content with links to learn more and drive to OEM.com. Allows full customization of imagery, messaging with up to five separate links to drive key brand actions.



What Is clickable on Branded Canvas?

Advertisers can implement up to 5 separate clickouts (see illustration below to see which elements on the ad correspond to which clickout):

1. Primary Button (also includes main vehicle image and headline)
2. Secondary Button
3. Tertiary text link
4. Image + text module 1
5. Image + text module 2

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Calls-to-action & click destinations

All CTAs can be customized. Below are some suggestions.

- Primary button (including headline and vehicle image): We suggest linking to the OEM's model page.
- Secondary button: We suggest a "Learn more" CTA and click through.
- Tertiary link: We suggest linking to the OEM dealer locator & "Find a dealer" CTA.
- Canvas modules: We suggest linking to destinations related to the module content.

Character limits

- Headline: 64 characters (two lines max on desktop)
- Text link (also referred to as "tertiary link"): 16 characters
- Primary & Secondary buttons: 14 characters each
- Module body text: 70 characters max (each)

Headline

The headline can be customized within some guardrails. We strongly suggest YMM (Year Make Model). Headline will be rendered in sentence case (i.e. initial capital, lowercase text, except for proper nouns). Below are some ideas:

- The all-new YMM
- The YMM
- The redesigned MM
- The [adjective] YMM
- Cannot say "Best in class" unless you have an award to prove it. However, we will not reference awards from competitor sites.
- Can omit "The" (e.g. "2023 Studebaker Lark")

Images

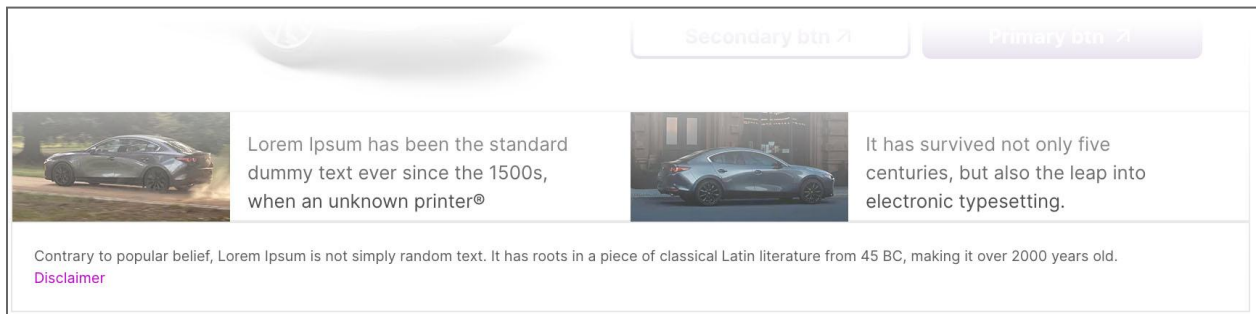
- **Main vehicle image:** we recommend that it comes from our database. If the client chooses to submit a preferred image, it must be approved by Cars.com. Allow ten business days for approval. Client-supplied images should have a transparent background, show the vehicle angled to the right, and not interfere with graphical elements of the ad. Image should be 500px wide at minimum, be cropped relatively tight on the vehicle, and at a 5:3 aspect ratio, if possible.
- **Module images:** The two canvas image assets from the OEM should have a 2:1 aspect ratio. We recommend one interior and one exterior photo for variety. Images should focus on vehicle features, and run small (i.e. the image displays at about 160px wide on desktop). Lifestyle images are discouraged, as are images with intricate details that might be difficult to resolve in a small image.

- **Logo:** max 55×55, PNG with transparent background. The logo appears over a dark element, so avoid black text or dark colors if possible. It renders relatively small, so text-heavy logos might be illegible. Simple, monochromatic logos work best.

Tracking assets

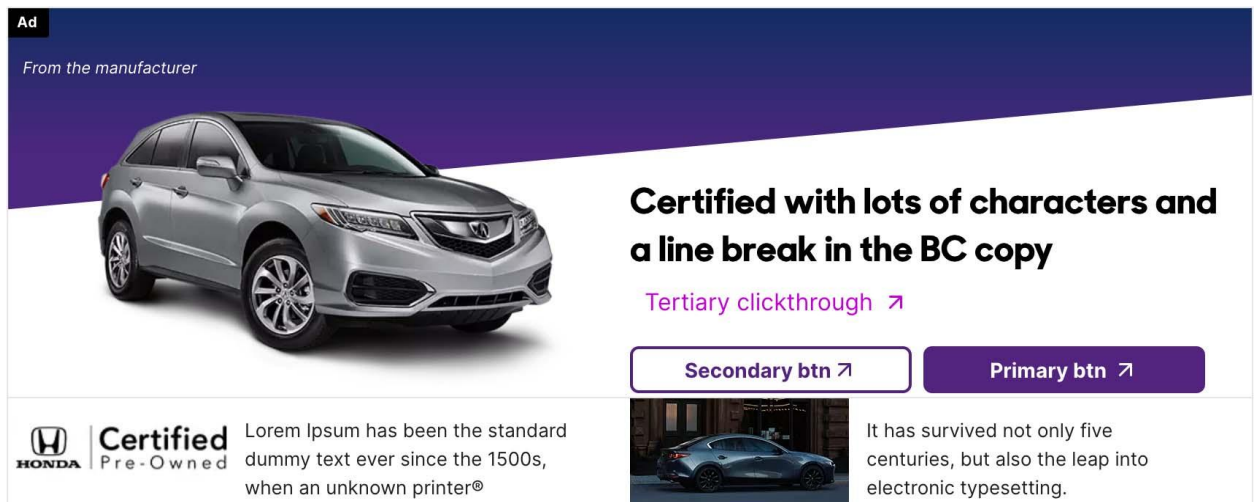
- One 1×1 impression pixel tag
- Up to five click commands

Disclaimer



The client has the option of including a disclaimer, which will appear underneath the ad content (see above). The disclaimer can run to 1,500 characters. Long disclaimers will be truncated with a “show more” option to expand the text.

CPO Branded Canvas



With a few adjustments, the Branded Canvas can easily serve to promote Certified Pre-Owned (CPO) content.

Logo: Client can omit the 55×55 logo that normally appears in the upper right corner of the ad. Instead, use one of the larger module images to show a CPO logo.

Headline: Customizable to 64 characters. We suggest using the make and model names, as in, "The Certified <Make><Model>."