



# OTL EVENTS

## INSTRUCTION MANUAL

Learn how to upload your On-the-Lot events and special offers and display them on autoTRADER.ca



### Step 1: LOGIN TO CONTROL CENTER

Please use your customer account credentials to login to Control Center.



### Step 2: ACCESS THE OTL EVENTS PAGE

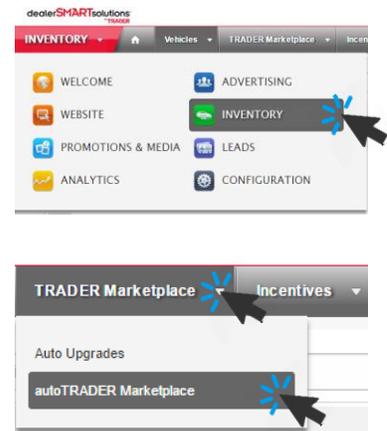
From the main menu in Control Center, go to:

-> **Inventory**

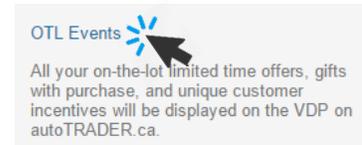
-> **TRADER Marketplace** (tab at top of the page)

-> **autoTRADER Marketplace** (drop-down option)

Information about some of our “Tools to Help Drive More Traffic to Your Lot” will be displayed.



Next, click the **OTL Events** header. This will open the product page.

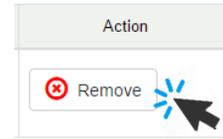


### Step 3: DELETE EXISTING EVENT

Currently, only one event (and therefore one piece of creative) can be loaded at one time, which will appear on both autoTRADER.ca and autoHEBDO.net.



To upload a new event, you must first delete any existing event. To do so, click the **Remove** button.

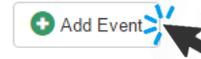


#### Step 4: UPLOAD A NEW EVENT

When any existing events have been deleted, click the **Add Event** button to get started with the upload process.

Get Started Now

Click the button below to create an event.

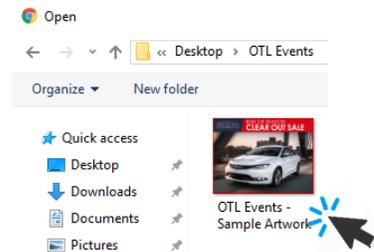


On the event upload screen, enter an **Event Title**. For example, *End of Season Clear Out Sale*. Your event title will only be visible to you, in Control Center.



Next, click the **Upload** button and select the artwork for the event you wish to promote on autoTRADER.ca.

Please read the **Quick Tips** below before you start designing your artwork.



#### QUICK TIPS

- Your artwork should be uploaded as a PNG or JPG with 4:3 aspect ratio and a resolution of at least 640x480px.
- When developing your creative, please ensure the copy is concise and legible based on this sizing noted above. You can preview your artwork before publishing.
- Be sure to include a reference to the Terms & Conditions on your artwork *i.e.* "Terms & Conditions apply. See dealer for details."
- Currently, only one event can run at a time, which will appear on both autoTRADER.ca and autoHEBDO.net. You can consider including bilingual copy in your ad.

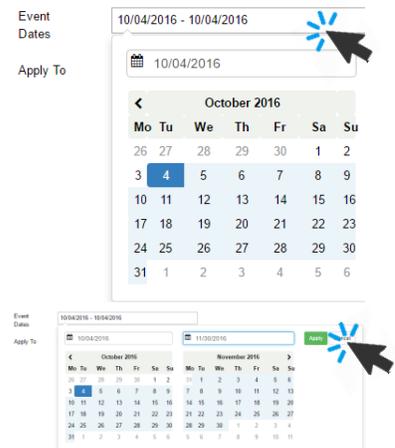




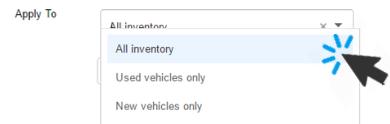
## Step 5: SELECT EVENT DETAILS

Set the duration of your OTL Events by typing the **Event Dates** or select the date range using the calendar tool.

When you have set the duration, click the **Apply** button.



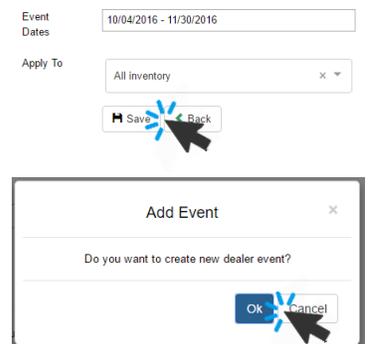
Using the drop-down menu, select the type of **Inventory** you wish to have your OTL Events appear on. Options: All Inventory, Used Inventory Only, or New Inventory Only.



Next, click the **Save** button.

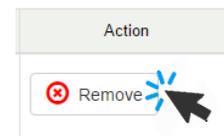
An **Add Event** confirmation pop-up box will appear. Click the **OK** button to create your new dealer event.

Your new event will now be listed on the OTL Events page in Control Center.



## EDIT AN EXISTING EVENT

To edit an event, you will need to **Remove** the current listing and create a new event.



## VIEW YOUR LIVE EVENT

Once you complete steps 1-5, your event will be automatically published to autoTRADER.ca and autoHEBDO.net. This can take up to 20 minutes.

Your artwork will appear in the fourth position in the image gallery on your listings, and at the bottom of the VDP.

