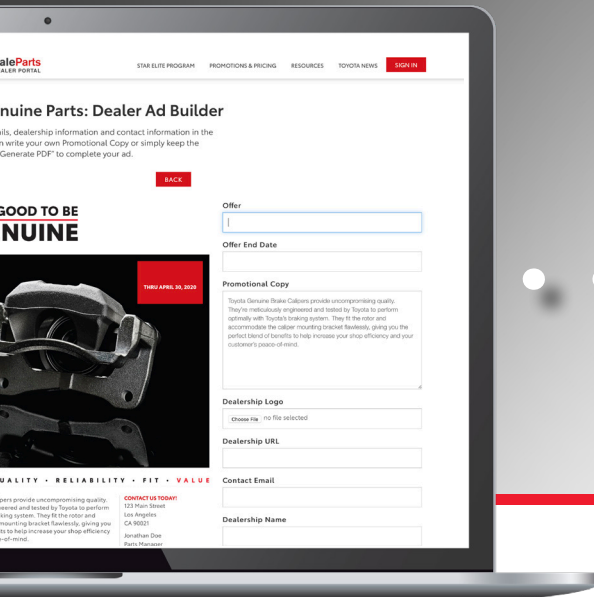




TOYOTA GENUINE PARTS: DEALER AD BUILDER How-To Guide



The Toyota Wholesale Parts Dealer Ad Builder allows you to customize marketing materials that were created by Toyota to reflect the Toyota Wholesale Parts brand. You can use the tool to build custom ads, point-of-purchase (POP) materials and flyers to help promote Toyota Genuine Parts sales.

The Dealer Ad Builder allows you to customize a genuine parts offer, your dealership information, contact details and promotional copy. This document provides general information and step-by-step details to help you easily customize your Toyota Genuine Parts marketing materials.

GENERAL INFORMATION

Browser:

Toyota's Dealer Ad Builder is optimized for the following browsers:

- Chrome
- Edge
- Firefox
- Safari

Dealership Logo:

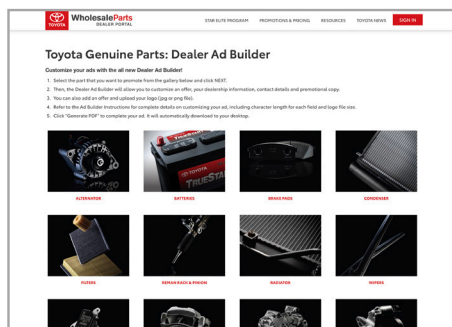
- JPG or GIF format
- Horizontal format is recommended; landscape mode
- Logo needs to be no smaller than and fit within a 300 X 150 pixels format @ 144 dpi (logo will resize automatically)
- Color format: RGB, CMYK, or black and white
- Maximum logo file size is 200kb
- Logo background needs to be white, or transparent

Character Limits:

The table below indicates character limits for each customizable field. The Dealer Ad Builder will also alert you if the number of characters you type exceeds the limit for that field.

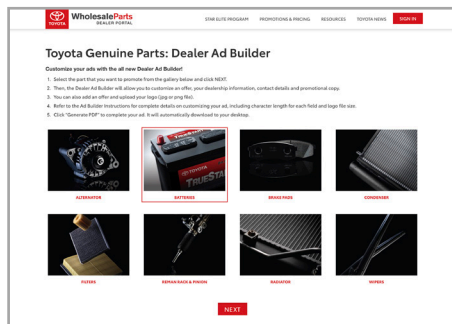
FIELD NAME	CHARACTER LIMIT
OFFER	40
OFFER END DATE	30
PROMOTIONAL COPY	402
DEALERSHIP URL	40
CONTACT EMAIL	45
DEALERSHIP NAME	35
DEALERSHIP ADDRESS	55
CITY	50
CONTACT FIRST & LAST NAME	45

DEALER AD BUILDER: STEP-BY-STEP INSTRUCTIONS



STEP 1:

- From the gallery of images, click on the part that you want to promote.



STEP 2:

- The image you selected will now be highlighted in red.
- Scroll down and click **NEXT** below all the images.

STEP 3:

- After you click **NEXT**, Dealer Ad Builder will advance to the customization page.
- View the image selected to be sure that you have selected the part that you want to promote.
- If you want to change your part selection, click **BACK**. Dealer Ad Builder will return to the part selection page.
- Now, enter your dealership's information. The image on the left indicates character length for each field. **NOTE:** You may use the default promotional copy or write your own.
- To add your dealership logo, click "Choose File". Dealer Ad Builder will then let you select a file (JPG or GIF) from your computer.
- After you have customized each field, click **GENERATE PDF**.



STEP 4:

- Dealer Ad Builder will now compose your custom ad and display it in PDF format.
- Your new ad is automatically downloaded to your designated download folder.

NEED HELP?

If you have any questions regarding Dealer Ad Builder, please contact:

adminSTARElite@toyota.com