

# DETROIT TRADING COMPANY

## Seller Technical Specifications

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### Inventory Plug-In Integration

Detroit Trading Company

12/16/2011

Version 1.2

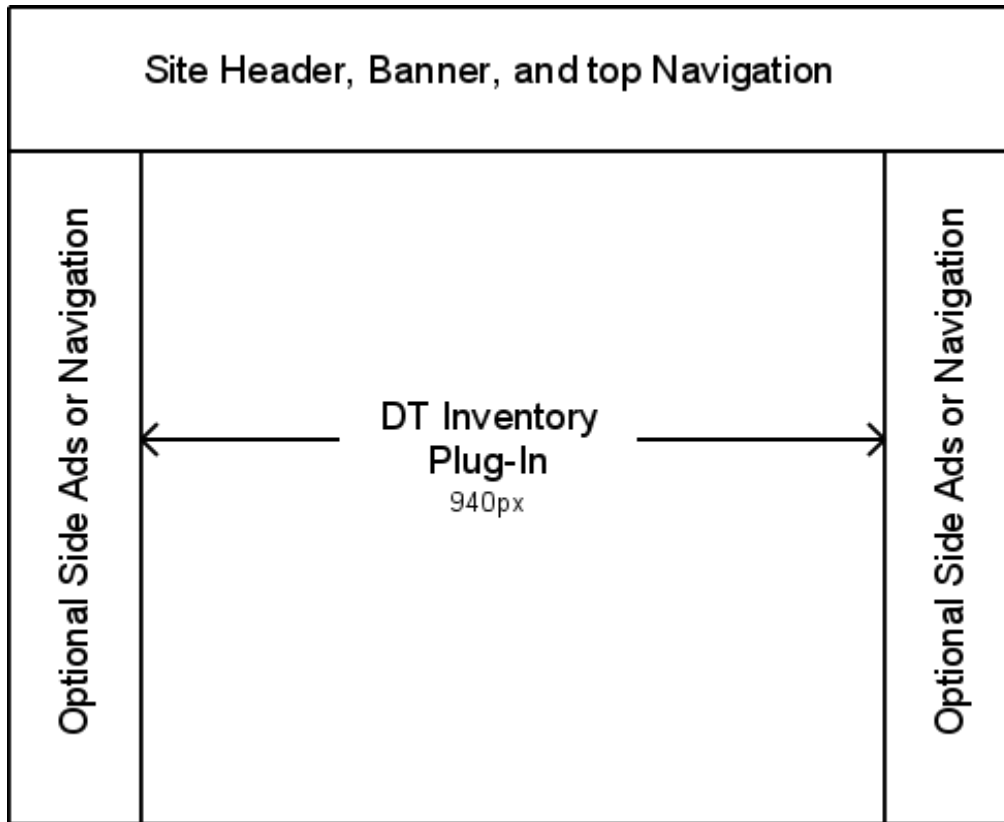
The logo for DTS, with 'DTS' in a serif font and 'S' in a blue sans-serif font, with a reflection effect below.The logo for DT Co., with 'DT' and 'Co.' in a white serif font inside a black square, with a reflection effect below.The logo for DTX, with 'DTX' in a serif font and 'X' in red, with a reflection effect below.

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## Web Page Requirements

- If default size, Frame-In must have at least 940px of space horizontally and 1863px vertically.
- Frame-In must display in the center of the page. Only the page heading and navigation should be above it. As in the image below:



## Installation Instructions

1) Open the html document that you wish to add the plugin to in a text editor. If you are using Windows you can use Notepad. TextEdit is fine in Mac OSX. Do *not* use a word processor like Word. Also, do not use programs like Dreamweaver, Frontpage, or Expressions unless you are confident you are editing the source code directly.

2) Find <body in the html document. From there, move the cursor down to where you wish the plugin to appear and add the following (replace 0000-9999 with the id given to you by Detroit Trading):

```
<script>
sellerDtxId="0000-9999"
mainBackgroundColor = 'F7F7F7';
headingColor = '0099CC';
borderColor = '999999';
textColor = '666666';
hoverColor = 'E0E0E0';
width = "18";
</script>
<div class="innerWrapper" id="wrapper">
<script type="text/javascript" id="dtcUsedCarInitialize"

src="http://api.ecardeal.com/content/inventory/js/default/com.detroittrading.default.iframe.min.js"

defer="defer"></script>

</div>
```

3) Save the document and deploy it to your web server.

4) Visit the page you just edited in your web browser. You should now have a fully functioning form for finding used cars and generating leads.

5) If you wish to theme your page, please visit <http://api.ecardeal.com/content/inventory/inventorytheme.html>. Once you have the desired theme, click the generate theme button and replace the values defined in step two with your custom colors, and save to your web page.

## Executing a Direct Search

The Inventory frame also provides support to execute a direct search upon entering the page. This can be executed by setting query arguments when entering the page that hosts the plugin. For example if you would like to immediately perform a search for “Ford Focus”, simply set the url of the page to be:

“<http://www.myinventoriesite.com/myframeinpage.html?make=ford&model=focus>”

replacing “myinventoriesite.com” with your main page URL.

Replace “ford” with the make of your choice, and “focus” with the model of your choice. Separate each search parameter using an ampersand (&). If the plug-in is located on your main page, eliminate the “myframeinpage.html” section.

You can direct a search by combining any of the parameters defined below. The postalCode and radius parameters are not required when sending a user to the frame in, but if they are not provided the radius shall be defaulted to 30 miles, and the postalCode will be derived from the user’s ip-address. If the ip-address cannot be determined, it will default to a Michigan zip code.

### Search Parameters

- PostalCode - The postal code to search
- Radius - The distance to search around the postal code in miles
- Make - The manufacturer of the vehicle
- Model - The model of the vehicle
- Trim - The trim of the vehicle
- Condition - The condition of the vehicle (1 = new, 2 = used, 3= certified used)
- PriceMin - The minimum price allowed
- PriceMax - The maximum price allowed
- MileageMin - The minimum mileage allowed
- MileageMax - The maximum mileage allowed
- YearMin - The minimum year allowed
- YearMax - The maximum year allowed
- FuelDescription - The fuel type of the car (Gas, Diesel,Electric,Hybrid,Flex,Unknown)
- Doors - The number of doors on the car
- ExteriorColor - The color of the vehicle
- Images - If the vehicle has images (1= Yes, 2= no)
- SortColumn - What column to sort by (Price,Mileage,Distance,Year)
- SortDirection - What direction to sort by (Asc,Desc)
- PageSize - How many results to display

## Technical Contact Information

For additional information or technical questions, please contact:

Support Services

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