

*For qualified buyers, est. monthly payment <XXXX> based on <\$XXXX> with <x.x%> for <XX> months. [Read more](#)

OEM BRAND CERTIFIED PRE-OWNED [Compare Now](#) [Shop Now](#)

Certified Pre-Owned vs. Used.

What's the difference?

[See CPO Benefits](#)

OEM BRAND

Disclaimer

300x250 – ENTRY POINT

300x250 – ENTRY POINT BACKUP

Compare Used Vs. OEM Brand Certified Pre-Owned	Used (Year) (Make) (Model)	Certified (Year) (Make) (Model)	Certified (Year) (Make) (Model)	Certified (Year) (Make) (Model)
<p>Every Certified Pre-Owned OEM Brand is backed by the OEM's warranty.</p> <p>View Now</p>				
Payment Comparison		\$92 Less per Month*	\$62 Less per Month*	\$39 Less per Month*
Price	\$25,980	\$20,988	\$22,599	\$23,888
Warranty		7 Miles	7 Miles	7 Miles
Mileage	38,438	52,887	54,872	30,030
MPG Automatic City	17 mpg	17 mpg	17 mpg	17 mpg

[See Additional Specs](#)

LANDING PAGE

KBB.com's Advertising Specifications

Certified Pre-Owned (CPO) Advantage

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

Certified Pre-Owned (CPO) Advantage contextually promotes the benefits of buying certified pre-owned through an enhanced creative experience showcased on Autotrader.com used and certified vehicle details pages. The custom native 300x250 features certified inventory and drives the user to the Certified Pre-Owned Advantage landing page that is branded with an OEM lifestyle image and content. A comparison chart displaying a used vehicle in the first position followed by certified vehicles allows the user to evaluate used and certified pre-owned vehicles. When listings are not available a backup CPO creative serves that directs the user to the landing page.

Media Specifications

Pages	Vehicle Details Page (VDP) CPO Advantage Landing Page
Duration	Any
Share of Voice	CAMP 360
Geography	National
Ad Serving	Site served
Lead Time	10 business days
Device	Desktop Tablet Mobile
Dimensions	300x250 – Entry Point Custom – Landing Page
Frequency Capping	No frequency capping
Additional Notes	No fourth-party pixels or calls may be added to ad tags without the prior written consent of Cox Automotive. Advertiser and/or agency is expressly prohibited from collecting any data from Cox Automotive, including website data and user behavioral data, without the prior written consent of Cox Automotive.

Certified Pre-Owned (CPO) Advantage

Deliverable Specifications

HEADER COPY:

- Landing Page Hero: 22 characters per line, including spaces; 2 lines max
- Landing Page Compare Section: 21 characters max, including spaces
- Recommend featuring content related to certified program or vehicle(s) due to the nature of the product offering

SUB-HEADER COPY:

- Landing Page Hero: 42 characters per line, including spaces; 2 lines max
- Landing Page Compare Section: 30 characters max, including spaces
- Recommend featuring content related to certified program or vehicle(s) due to the nature of the product offering

CALL-TO-ACTION (CTA) COPY:

300×250 Entry Point

- 10 characters max, including spaces
- Default copy: Shop Now

Landing Page

- 20 characters max, including spaces

IMAGE:

- Landing Page Lifestyle Image: High resolution 1734×440; layered PSD preferred, JPG or PNG acceptable
- Recommend featuring images related to certified program or vehicle(s) due to the nature of the product offering

LOGO:

300×250 Entry Point

- Horizontal: High resolution 130×39 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

Landing Page

- Horizontal: High resolution 220×65 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

ENTRY POINT HOVER HEX

- Provide HEX code
- Default code: #e85b00 – Autotrader

TAGS:

- One impression tag
- One click tag: Redirects to OEM site