



728x90



320x50



300x250

KBB.com's Advertising Specifications

Dynamic Creative - Brand

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

A customizable creative with dynamic elements designed for upper funnel tactics such as branding for individual dealers or showcasing a regional sales event.

Media Specifications

Pages	User Predictive Insight pages Targeted new car pages with applicable IAB size(s)
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	15 business days
Device	Desktop Tablet Mobile – 300×250, 320×50 only
Dimensions	728×90 300×250 320×50
Frequency Capping	No frequency capping
Additional Notes	<p>Maximum of three (3) messaging versions at launch. Optimizations and/or revisions to creative allowed at 45 days post launch.</p> <p>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.</p>

Detailed Specifications

Dynamic Creative - Brand

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

HEADER COPY:

- 44 characters max, including spaces

OEM REGIONAL DEALER NAME:

- 35 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces

DISCLAIMER COPY (Optional):

- No character limit

IMAGE:

- Jelly Image: 3/4 right-facing preferred, high resolution 480×240 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle Image: 480×240, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

LOGO:

- Vertical: High resolution 210×120 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Horizontal: High resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

CUSTOMIZATION OPTIONS:

- Header Copy Message
- Copy Font (Default: Google Open+Sans)
- Year, Make, Model & Header Copy Color (Default Hex: #000000 Black)
- Gradient Background Color (Default Hex: #DCDCDC Stone Gray; gradient built in, only gradient hex is customizable)
- Vehicle Image
- Logo Image
- Call-To-Action (CTA) Color (Default Hex: #006BC2 Blue)
- Call-To-Action (CTA) Font Color (Default Hex: #FFFFFF White)
- Call-To-Action (CTA) Message

TAGS:

- One impression tag (Optional)
- One click tag (Optional): Redirects to OEM site; logo shares CTA click tag
- OEM site URL (Required if click tag not provided); logo shares CTA OEM site URL
- One click tracker (Optional): Tracks OEM site URL; logo shares CTA click tracker