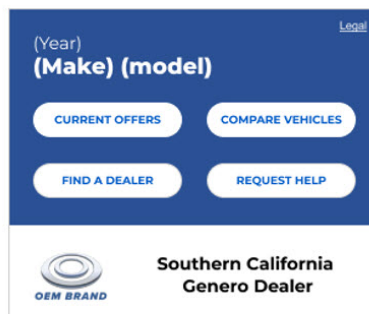


728x90



320x50



300x250

KBB.com's Advertising Specifications

Dynamic Creative – Shopping Tools Module

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

A customizable creative with dynamic elements designed for upper funnel tactics, the Shopping Tools Module (STM) is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its look and feel. This particular ad unit emphasizes the user's natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions. The intent of the template options enable advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

Media Specifications

Pages	Targeted new car pages with applicable IAB size(s) User Predictive Insight pages
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	Maximum of three (3) messaging versions at launch. Optimizations and/or revisions to creative allowed at 45 days post launch. 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.

Detailed Specifications

Dynamic Creative – Shopping Tools Module

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

OEM REGIONAL DEALER NAME COPY:

- 35 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces; two (2) CTAs min, four (4) CTAs max; first two (2) CTAs render in 320x50

DISCLAIMER COPY (Optional):

- No character limit

LOGO:

- Vertical: High resolution 210x120 PNG on transparent background; or high resolution 1920x1080 PNG on transparent background for internal resizing
- Horizontal: High resolution 270x105 PNG on transparent background; or high resolution 1920x1080 PNG on transparent background for internal resizing

CUSTOMIZATION OPTIONS:

- Copy Font (Default: Google Open+Sans)
- Background Color (Default Hex: #2B5195 Blue)
- Background Text Color (Default Hex: #FFFFFF White)
- Logo Image
- Call-To-Action (CTA) Color (Default Hex: #FFFFFF White)
- Call-To-Action (CTA) Font Color (Default Hex: #006BC2 Blue)
- Call-To-Action (CTA) Message

TAGS:

- One impression tag (Optional)
- One click tag for each CTA (Optional): Redirects to OEM site; logo shares CTA 1 click tag
- OEM site URL for each CTA (Required if click tags not provided); logo shares CTA 1 OEM site URL
- One click tracker for each CTA (Optional): Tracks OEM site URL; logo shares CTA 1 click tracker