

2021 Nissan Versa   **KBB.com Expert Rating** *Legal

2021 Nissan Versa 4.2 ★★★★★	2021 Ford Escape 3.9 ★★★★★
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NissanUSA.com

2022 Toyota Tundra CrewMax   **Editors - What We Like** *Legal


- All-new Toyota pickup truck
- Fully boxed ladder frame


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728x90


300x250

2022 Toyota Tundra CrewMax



 **KBB.com Expert Rating** *Disclaimer

2022 Toyota Tundra 4.1 ★★★★★	2022 Nissan Titan King 4.0 ★★★★★
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on Toyota.com

2022 Toyota Tundra CrewMax



 **Est. Fuel Economy** *Legal

2022 Toyota Tundra 18 CITY / 24 HWY	2021 Nissan Titan King 16 CITY / 21 HWY
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KBB.com's Advertising Specifications

Dynamic Creative - Smart Compare

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

A customizable native creative with dynamic elements that compares the sponsored model to the user's searched competitor vehicle on KBB.com pages and only displays the sponsored model's winning data points*: KBB Expert Rating, Horsepower, Fuel Economy/Electric Range, or Towing/Payload Capacity. *Based on comparison outcomes.

Media Specifications

Pages	New car sub-category 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 only
Dimensions	728×90 300×250
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.

Dynamic Creative - Smart Compare

Deliverable Specifications

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

VEHICLE 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

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:

- 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
- One click tag (Optional): Redirects to internal KBB.com URL, provided by Cox Automotive
- 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
- One click tracker (Optional): Tracks internal KBB.com URL