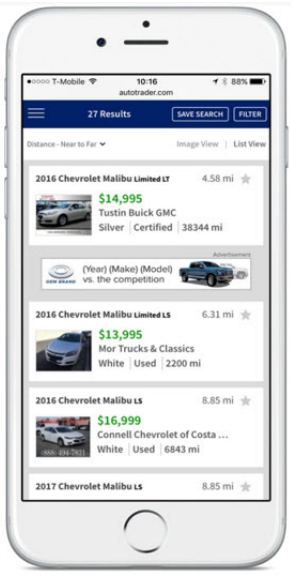
Desktop/Tablet: 728x90



Mobile: 320x50

KBB.com's Advertising Specifications

Leaderboard - Inline

Note: Standard Ad Solution

Last updated: February 8, 2023

Description

The Find-Your-Car ad placements provide advertising exposure in the highly trafficked search path, where in-market shoppers are viewing inventory of specific makes and models. It gives advertisers the opportunity to showcase specific models and influence consideration within search results across all devices.

Media Specifications

Pages	Search results
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA IP-targeting National
Ad Serving	Third Party
Lead Time	5 business days
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.

Detailed Specifications

728x90 (Leaderboard – Inline)

Deliverable Specifications

- 728 x 90
- No transparent backgrounds

Advertiser

Tier 1
Tier 2
Certified

Maximum file size

- Initial load max file size: 150K
- Subload max file size: 300K
- User-initiated load max file size: 200K
- Alt Image Max File Size: 100k

Text Links

Text Links: 0-3 links; max 25 characters

Content & Messaging

New, Used, or Certified

Video Enabled

Available on Click Only

Audio Enabled

- Available on Click Only
- Audio Defaults to “off”
- 30 Seconds Maximum Length

Animation

Flash animation limited to 3 loops or 15 seconds

Rich Media Enabled

See Guidelines

Note: Opportunities may exist to target regionally

Mobile 320×50 (Mobile Breakpoints)

- No expansion allowed

- No animation allowed
- Max initial load size – 50kb
- Subload max file size – 100k
- Acceptable formats: GIF, JPG, PNG
- Ad unit content must be clearly distinguishable from normal webpage content

Video enabled: no