

The screenshot displays the Autotrader website interface for a search of a Subaru Crosstrek in Yorba Linda, CA. The top navigation bar includes links for 'Used Cars', 'New Cars', 'Sell My Car', 'Value My Car', 'Car Research & Tools', and 'Find Local Dealers'. The search results are filtered by 'Used', 'Certified & Used', '2020 and older', 'Sunroof', 'Orange', 'AWD/4WD', 'Gray', 'White', 'New & Used', and 'Blue'. The main content area features a 'You might like this Subaru Crosstrek from Irvine Subaru' section with a 'Certified 2018 Subaru Crosstrek 2.0i Limited' for \$23,495. Below this is a 'Your Search Results' section showing a 'Used 2019 Subaru Crosstrek 2.0i' for \$22,681. The sidebar on the left includes filters for 'Your Search', 'Location', and 'Dealer Home Services'. A 'Price' section at the bottom left indicates that other shoppers are also considering a similar model for \$27,585.

KBB.com's Advertising Specifications

Leaderboard - Locked

Note: IAB Ad Solution

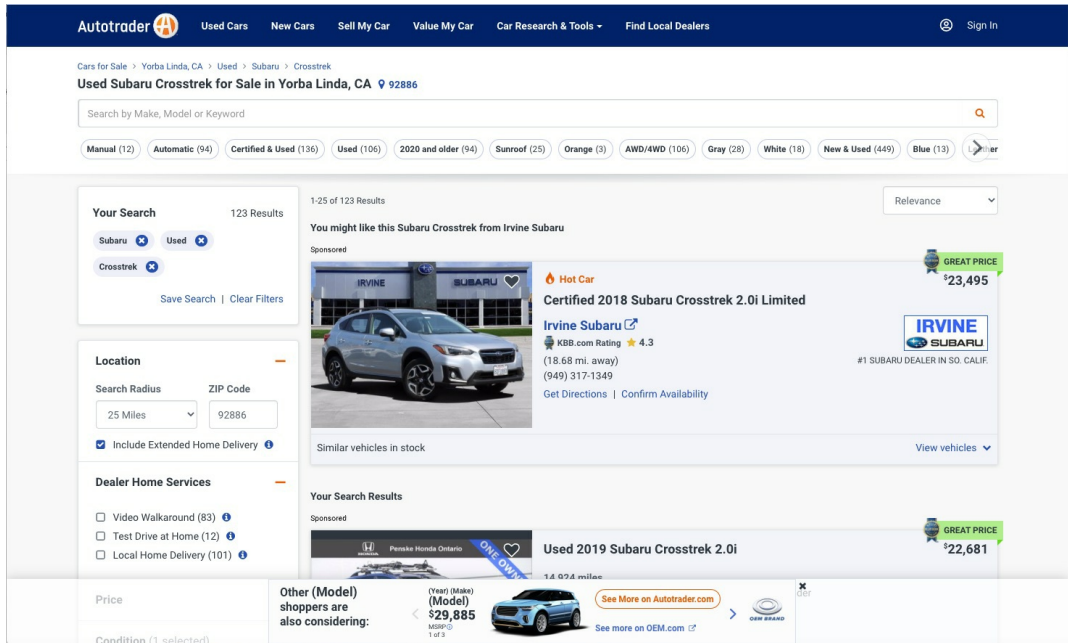
Last updated: February 8, 2023

Description

Increase shoppers awareness with the search results page Locked Leaderboard.

Media Specifications

Pages	Search results
Duration	Any
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National DMA
Ad Serving	Third Party
Lead Time	10 business days
Dimensions	728x90
Device	Desktop Tablet
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

Leaderboard - Locked

Deliverable Specifications

Align to the IAB Native Template Ad Specs (728x90).

- 728 x 90
- Initial load: 150KB max file size
- Subload: 300KB max file size
- Animation: 15 seconds max
- Polite load
- No transparent backgrounds