300x250

728x90

KBB.com's Advertising Specifications

Featured Offers

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

Featured Offers is a custom native ad solution that highlights a showcased vehicle based on Consumer Insights data.

Media Specifications

Pages	All pages with applicable IAB size(s)
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile - 300x250 only
Dimensions	728×90 300×250
Frequency Capping	No frequency capping
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

Featured Offers

Deliverable Specifications

SEGMENT: Select from below list

- Car
- Luxury Car
- Sports Car
- Convertible
- SUV/Crossover
- Luxury SUV
- Midsize Truck
- Fullsize Truck
- Van/Minivan
- Electric Car
- Electric SUV
- Hybrid
- Plug-In Hybrid
- Sedan
- Coupe
- Wagon
- Hatchback

YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces
- Default copy: See Offers

VEHICLE IMAGE:

- 300×250 – MREC
  Jelly Image: 3/4 left-facing preferred, high resolution 206×100 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- 728×90 – Leaderboard
  Jelly Image: 3/4 left-facing preferred, high resolution 165×80 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- Vertical: High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

- Horizontal: High resolution 95×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

- One impression tag
- One click tag: Redirects to OEM site