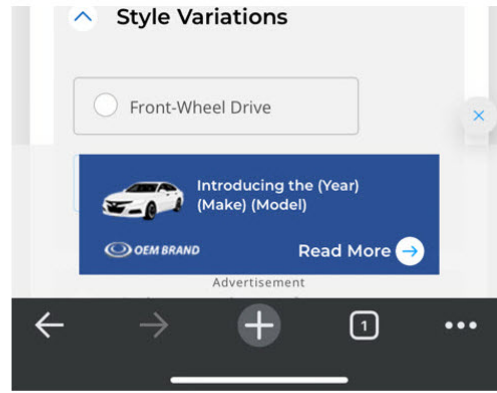300x100 - EXTERNAL CTA

300x100 - INTERNAL CTA

KBB.com's Advertising Specifications

Native Locked Mobile - 300x100

Note: Custom Ad Solution

Last updated: January 25, 2024

Description

The Native Locked Mobile ad appears on the new, used and owners path for mobile devices. The ad has the option to click externally to OEM site or internally to KBB.com.

Media Specifications

Pages	New Car Path Pages Owners Path Pages Used Car Path Pages
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Mobile
Dimensions	300×100
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.

Native Locked Mobile - 300x100

Deliverable Specifications

COPY:

- 50 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 10 characters max, including spaces

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 77×47 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- Horizontal: High resolution 127×17 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Negative logo (for use on dark backgrounds)

TAGS:

- One impression tag
- One click tag – External CTA: Redirects to OEM site
- One click tracker – Internal CTA (Optional): Redirects to internal KBB.com URL, provided by Cox Automotive