DESKTOP

DESKTOP - VIDEO

MOBILE

MOBILE - VIDEO

KBB.com's Advertising Specifications

Enhanced From the Manufacturer

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

Merchandise the KBB.com shopping experience by integrating brand messaging and imagery right into the research experience with the Enhanced From the Manufacturer. Highlight unique model features in different tabs and showcase more robust brand imagery and a video asset on the Year, Make, Model page.

Media Specifications

Pages	New/Used Year, Make, Model Page (YMM)
Duration	Any
Share of Voice	CAMP 360
Geography	National
Ad Serving	Site served
Lead Time	7 business days
Device	Desktop Tablet Mobile
Dimensions	Custom
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

Enhanced From the Manufacturer

Deliverable Specifications

TABS:

- One (1) tab min, four (4) tabs max

TAB CATEGORY OPTIONS:

- Custom — 11 characters max, including spaces
- Overview
- Exterior
- Interior
- Performance
- Features
- Comfort
- Design
- Technology
- Innovation
- Versatility
- Safety
- Capability
- Value

YEAR, MAKE, MODEL COPY:

- 48 characters max, including spaces

HEADER COPY:

- 44 characters max, including spaces

COPY:

- 300 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces

TAB IMAGE:

- Lifestyle and Interior/Exterior Images: High resolution 640×480 JPG, 16:9 aspect ratio; or high resolution 1920×1080 JPG for internal resizing

BACKGROUND IMAGE:

- Lifestyle Image: 1024×768, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

VIDEO (Optional):

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 1GB max file size
- Specify tab to feature video. Default: Tab 1

TAGS:

- One impression tag
- One click tag for each CTA: Redirects to OEM site