

**Featured (Segment) Offers**  
See available offers on (Year) (Make) (Model) models.




 **OEM BRAND**


[See Offers](#) 


on genero.com

728x90

**Featured (Segment) Offers**  
See available offers on (Year) (Make) (Model) models.



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on genero.com

300x250

KBB.com's Advertising Specifications

# Dynamic Creative – Brand Message

**Note: Custom Ad Solution**

Last updated: January 23, 2024



# Description

A customizable creative with dynamic elements designed for upper funnel tactics such as branding for individual dealers or showcasing a regional sales event.

## Media Specifications

<b>Pages</b>	All pages with applicable IAB size(s)
<b>Duration</b>	Any
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimensions</b>	728×90 300×250
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	<p>Maximum of three (3) messaging versions at launch. Optimizations and/or revisions to creative allowed at 45 days post launch.</p> <p>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.</p>



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## Deliverable Specifications

### HEADER COPY:

- 32 characters max, including spaces

### SUB-HEADER COPY:

- 75 characters max, including spaces

### REGIONAL COPY (Optional):

- 25 characters max, including spaces

### CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces

### 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  
Lifestyle Image: 206×100, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing
- 728×90 – Leaderboard  
Jelly Image: 3/4 left-facing preferred, high resolution 180×90 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing  
Lifestyle Image: 180×90, high-resolution, JPG; or high resolution 1920×1080 JPG 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; Positive logo (for use on light backgrounds)
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

### CUSTOMIZATION OPTIONS:

- Header Copy Message
- Sub-Header Copy Message
- Vehicle Image
- Logo Image



- Call-To-Action (CTA) Message
- Call-To-Action (CTA) Color (Default Hex: #006BC2#0799F8 Blue)
- Call-To-Action (CTA) Font Color (Default Hex: #FFFFFF White)

**TAGS:**

- One impression tag
- Up to three click tags: Redirects to OEM site; vehicle image, logo and CTA

