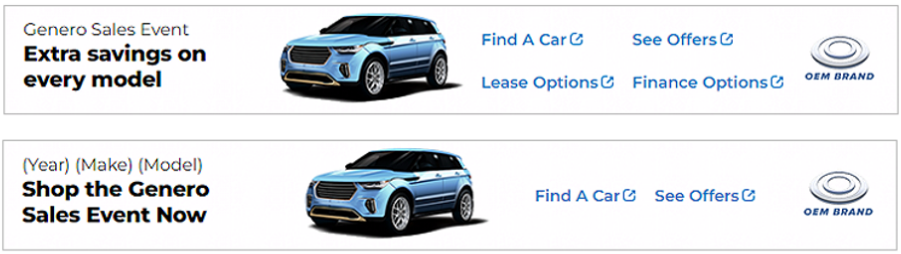
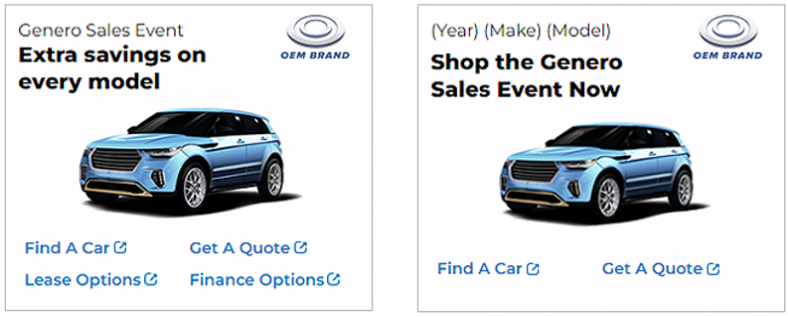


728x90



300x250

KBB.com's Advertising Specifications

Dynamic Creative – Shopping Tools Module

Last updated: February 21, 2024

Description

A customizable creative with dynamic elements designed for upper funnel tactics, the Shopping Tools Module (STM) is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its look and feel. This particular ad unit emphasizes the user's natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions. The intent of the template options enable advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

Media Specifications

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

Dynamic Creative – Shopping Tools Module

Deliverable Specifications

HEADER COPY:

- 20 characters max, including spaces

SUBHEADER COPY:

- 34 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 15 characters max, including spaces; two (2) CTAs min, four (4) CTAs max

IMAGE:

- Jelly Image: ¾ left-facing preferred, high resolution, 175×85 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; Positive logo (for use on light backgrounds)

TAGS:

- One impression tag
- One click tag for each CTA, vehicle image, logo: Redirects to OEM site
- OEM site URL for each CTA, vehicle image, logo (Required if click tags not provided)
- One click tracker for each CTA, vehicle image, logo (Optional): Tracks OEM site URL