

(Year) (Make) (Model)



Horsepower

(Year) (Make) (Model)

292 hp


(Year) (Make) (Model)

175 hp

Learn More at KBB.com

Learn More

(Year) (Make) (Model)



KBB.com Editors - What We Like

- Muscular performance
- Roomy interior
- Many customization options

Learn More at KBB.com

See Offers

728x90

(Year) (Make) (Model)



Horsepower

(Year) (Make) (Model)

292 hp

(Year) (Make) (Model)

175 hp

Learn More on KBB.com

Learn More

300x250

(Year) (Make) (Model)




KBB.com Editors - Teaser

The Genero SUV is a true all-around family hauler. It's a true SUV with multiple seating options.

Learn More on KBB.com

See Offers

(Year) (Make) (Model)



Horsepower

(Year) (Make) (Model)

292 hp

(Year) (Make) (Model)

175 hp

Learn More at KBB.com

Learn More

300x600

KBB.com's Advertising Specifications

# Dynamic Creative – Smart Compare

Note: Custom Ad Solution

Last updated: July 25, 2024



# Description

A customizable native creative with dynamic elements that compares the sponsored model to the user's searched competitor vehicle on KBB.com pages and only displays the sponsored model's winning data points\*, including KBB Expert Rating, Horsepower, Fuel Economy/Electric Range, Towing/Payload Capacity plus more. \*Based on comparison outcomes.

## 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>	728×90 300×250 300×600
<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>



## Detailed Specifications

# Dynamic Creative - Smart Compare

## Deliverable Specifications

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

- 20 characters max, including spaces

### VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- 728×90 – 170×78
- 300×250 – 260×90
- 300×600 – 270×105

### LOGO:

- High resolution 96×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

### OEM STATIC BANNER (Optional):

- PNG, JPG
- 728×90 – 100KB max file size
- 300×250 – 150KB max file size
- 300×600 – 250KB max file size

### CUSTOMIZATION OPTIONS:

- Vehicle Image
- Logo Image
- Call-To-Action (CTA) Message
- Call-To-Action (CTA) Color (Default Hex: #006BC2 Blue)
- Call-To-Action (CTA) Font Color (Default Hex: #FFFFFF White)

### TAGS:

- One impression tag
- Up to two click tags: Redirect to OEM site; logo and CTA
- One click tracker (Optional): Tracks internal KBB.com URL

