

(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

Autotrader.com's Advertising Specifications

Dynamic Creative - Smart Compare

Note: Custom Ad Solution

Last updated: January 23, 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

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	728×90 300×250 300×600
Frequency Capping	No frequency capping
Additional Notes	<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:

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

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
- 300×250 – 150KB max file size
- 728×90 – 100KB 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

