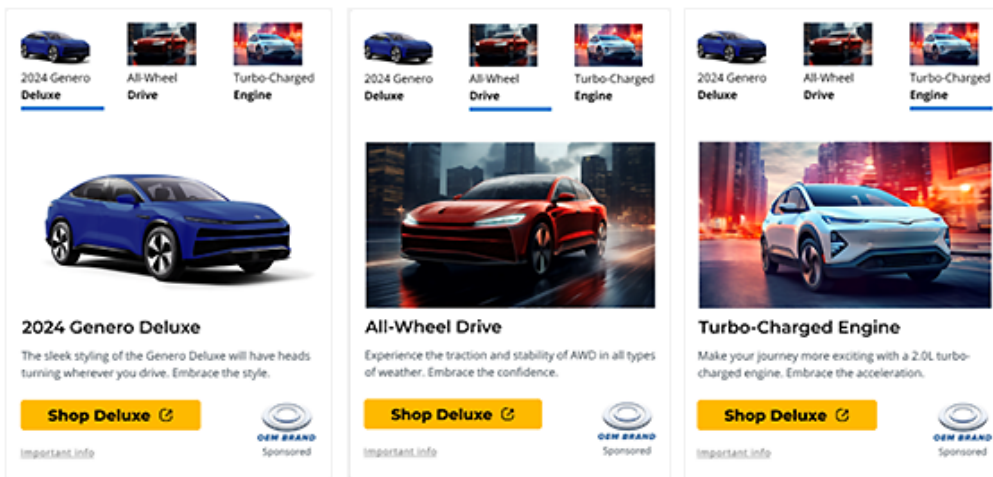DESKTOP

MOBILE

KBB.com's Advertising Specifications

Simplified Native – Branded Showcase

Note: Custom Ad Solution

Last updated: March 26, 2024

Description

Reach target audiences across KBB.com to personalize your creative message and reach shoppers with relevant messaging. The Simplified Native Branded Showcase offers creative messaging flexibility such as highlighting vehicle features, vehicle launch messages, or current offers on different tabs.

Media Specifications

Pages	Homepage Category SLPs Car Finder SLP Year, Make, Model Page (YMM) Year, Make, Model, Trim Page (YMMT)
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	5 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.

Simplified Native – Branded Showcase

Deliverable Specifications

TABS:

- Two (2) tabs min, three (3) tabs max

TAB COPY:

- 30 characters max, including spaces

HEADER COPY:

- 30 characters max, including spaces

BODY COPY:

- 146 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces

OEM DISCLAIMER COPY (Optional):

- Disclaimer Text: 45 characters max, including spaces
- Disclaimer CTA: 16 characters max, including spaces
- Disclaimer Overlay Header: 21 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

IMAGE:

- Jelly Image: 3/4 right-facing preferred, high resolution 940×536 PNG on transparent background; or high resolution 1920×1080
  PNG on transparent background for internal resizing
- Lifestyle Image: 940×536, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

LOGO:

- Vertical: High resolution 210×120 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)
- Horizontal: High resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative

logo (for use on dark backgrounds)

TAGS:

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