

(Year) (Make)

(Model)

All-Wheel

Drive

Turbo-Charged

Engine

(Year) (Make) (Model)

The sleek styling of the Genero Deluxe will have heads turning wherever you drive. Embrace the style.

Shop Deluxe

Contact dealer for inventory. [Important info](#)

#### DESKTOP

(Year) (Make)

(Model)

All-Wheel

Drive

Turbo-Charged

Engine

(Year) (Make) (Model)

The sleek styling of the Genero Deluxe will have heads turning wherever you drive. Embrace the style.

Shop Deluxe

Contact dealer for inventory. [Important info](#)

(Year) (Make)

(Model)

All-Wheel

Drive

Turbo-Charged

Engine

All-Wheel Drive

Experience the traction and stability of AWD in all types of weather. Embrace the confidence.

Build & Price

[See Details](#)

(Year) (Make)

(Model)

All-Wheel

Drive

Turbo-Charged

Engine

Turbo-Charged Engine

Make your journey more exciting with a 2.0L turbo-charged engine. Embrace the acceleration.

Learn More

#### MOBILE

KBB.com's Advertising Specifications

# Simplified Native – Branded Showcase

**Note: Custom Ad Solution**

Last updated: September 24, 2024

KBB.com Advertising Specifications | Simplified Native - Branded Showcase

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# 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

|                          |   |
|--------------------------|---|
| <b>Pages</b>             | Homepage<br>Category SLPs<br>Car Finder SLP<br>Owners SLP (What's My Car Worth)<br>Year, Make, Model Page (YMM)<br>Year, Make, Model, Trim Page (YMMT)  |
| <b>Duration</b>          | Any   |
| <b>Share of Voice</b>    | Exclusive Sponsorship; 100% of impressions<br>Standard, Non-exclusive: less than 100% of available impressions  |
| <b>Geography</b>         | National<br>DMA   |
| <b>Ad Serving</b>        | Site served   |
| <b>Lead Time</b>         | 5 business days   |
| <b>Device</b>            | Desktop<br>Tablet<br>Mobile   |
| <b>Dimensions</b>        | Custom  |
| <b>Frequency Capping</b> | No frequency capping  |
| <b>Additional Notes</b>  | 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/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 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)
- 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)

### TAGS:

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

