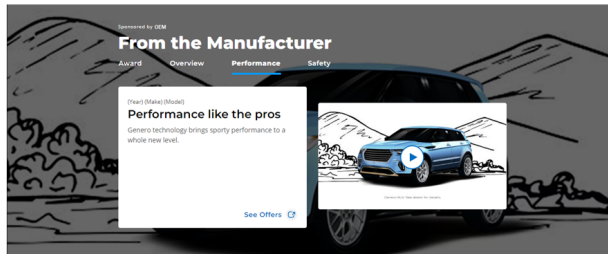
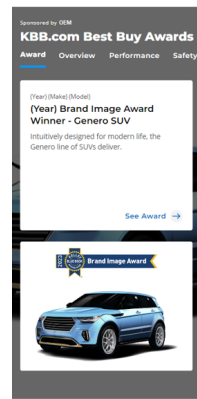


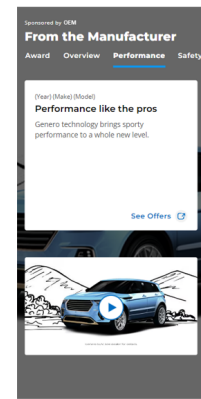
DESKTOP KBB AWARD



DESKTOP KBB AWARD - VIDEO



MOBILE KBB AWARD



MOBILE KBB AWARD - VIDEO

KBB.com's Advertising Specifications

Enhanced From the Manufacturer

- KBB Award

Note: Custom Ad Solution

Last updated: January 27, 2024



Description

Influence car shoppers with a tout of OEM's brand wins for KBB.com's Brand Image, Best Resale Value, Best Buy, and 5 Year Cost to Own Awards. The Enhanced From the Manufacturer KBB Award features KBB.com's award badge on the first tab and offers creative messaging flexibility such as highlighting vehicle features, vehicle launch messages, or current offers on the remaining tabs.

Media Specifications

Pages	New/Used Year, Make, Model Page (YMM)
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions
Geography	National
Ad Serving	Site served
Lead Time	7 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.



Enhanced From the Manufacturer

- KBB Award

Deliverable Specifications

TABS:

- One (1) tab min, four (4) tabs max
- KBB.com Award – Tab 1 preferred

TAB CATEGORY OPTIONS:

- Custom — 11 characters max, including spaces
- Overview
- Exterior
- Interior
- Performance
- Features
- Comfort
- Design
- Technology
- Innovation
- Versatility
- Safety
- Capability
- Value

YEAR, MAKE, MODEL COPY:

- 48 characters max, including spaces

HEADER COPY:

- 44 characters max, including spaces

COPY:

- 300 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces

TAB IMAGE:



- Jelly Image (Required for KBB.com Award tab): 3/4 left-facing preferred, high resolution 640×480 PNG or JPG on transparent background; or high resolution 1920×1080 PNG or JPG on transparent background for internal resizing
- Lifestyle and Interior/Exterior Images (Required for non-KBB Award tab): High resolution 640×480 JPG, 16:9 aspect ratio; or high resolution 1920×1080 JPG for internal resizing

BACKGROUND IMAGE:

- Lifestyle Image: 1024×768, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

VIDEO (Optional):

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 1GB max file size
- Specify tab to feature video. Default: Tab 2

TAGS:

- One impression tag
- One click tag for each CTA: Redirects to OEM site
- One click tracker (Optional): Tracks KBB.com internal redirect

