


2023
KBB
BLUE BOOK
5Y Cost to Own Award




OEM BRAND

**Other Shoppers Are
Considering These Award-Winning
(Make) Models**

Midsized SUV

**(Year) (Make)
(Model)**




See the Winners

Shop Now [↗](#)

Fullsize Truck

**(Year) (Make)
(Model)**




See the Winners

Learn More [↗](#)

Luxury Sedan

**(Year) (Make)
(Model)**



See the Winners

Build & Price [↗](#)

[Important Information](#)

300x600

KBB.com's Advertising Specifications

KBB Award Tower 300x600

Note: Custom Ad Solution

Last updated: January 5, 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 KBB Award Tower 300x600 features KBB.com's award badge and showcases the winning model(s) by leveraging content from KBB.com Editors.

Media Specifications

Pages	All pages with applicable IAB size
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	300x600
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.



Detailed Specifications

KBB Award Tower 300x600

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 44 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 18 characters max, including spaces
- KBB.com CTA Default copy: See the Winners
- OEM CTA Default copy: Shop Now

DISCLAIMER COPY (Optional):

- Disclaimer CTA: 20 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- High resolution 105×35 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 OEM CTA: Redirects to OEM site
- Up to three click trackers (Optional): Tracks KBB.com internal redirect(s)

