





(Year) KBB Award Winner



A Study in Style



(Year) (Make) (Model)





(Year) KBB Award Winner


(Year) KBB 5Y Cost to Own Award Winner Genero SUV: Genero's impressive range of fresh vehicles and terrific quality make it this year's winner.

Read More


Contact dealer for inventory.




## DESKTOP





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Not just a tradition, a way of life. The Genero SUV is family.


Learn More

Restrictions apply. Ask dealer for details: [important info](#)







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Off-road or on a road trip, Genero SUV is comfortable for up to five.

Learn More



## MOBILE

KBB.com's Advertising Specifications

# Simplified Native – Branded Showcase KBB Award

Note: Custom Ad Solution

Last updated: March 26, 2024

KBB.com Advertising Specifications | Simplified Native – Branded Showcase KBB Award

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# 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 Simplified Native Branded Showcase KBB Award features KBB.com's award badge on one tab and offers creative messaging flexibility such as highlighting vehicle features, vehicle launch messages, or current offers on the remaining tab(s).

## Media Specifications

<b>Pages</b>	Homepage Category SLPs Year, Make, Model Page (YMM) Year, Make, Model, Trim Page (YMMT)
<b>Duration</b>	Any
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet 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 KBB Award

## Deliverable Specifications

### TABS:

- Two (2) tabs min, three (3) tabs max
- KBB.com Award – Tab 1 preferred

### 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 (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 (Required for KBB.com Award tab): 3/4 left-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
- One click tracker (Optional): Tracks KBB.com internal redirect

