

Pricing Cars For Sale 5 Year Cost to Own >

Dealer Home Service  
**We'll Bring This Vehicle to You.**

Video Walkaround Test Drive at Home Local Home Delivery

**Search Available Vehicles**

GENERO SUPER SALES EVENT IS ON

(Year)  
(Make) (Model)  
MORE THAN JUST  
RUGGED GOOD LOOKS.

MSRP starting at  
**\$27,585**

EXPLORE

SEE DETAILS AT [OEMSITE].COM

Advertisement

**For Sale Near You**

300x250

**Next Steps: Shopping For This Car?**

**See Pricing**

**See Cars for Sale**

GENERO SUPER SALES EVENT IS ON

OEM BRAND

(Year) (Make) (Model)  
**THE BEAUTY  
OF PERFORMANCE.**

MSRP starting at  
**\$29,500**

EXPLORE

SEE DETAILS AT [OEMSITE].COM

Advertisement

Reviews Cars For Sale Compare Specs >

**See Pricing** **See Cars for Sale**

300x600

KBB.com's Advertising Specifications

# Mobile Parallax Add-on

**Note: Custom Ad Solution**

Last updated: February 29, 2024



# Description

Enhance third party IAB creative by adding on an interactive and immersive creative template designed for mobile devices. In the mobile parallax add-on creative, as the user scrolls through site content the OEM medium rectangle creative is fully revealed. The mobile parallax add-on also offers the opportunity to add an OEM half page for enhanced exposure in full content pages. Customize the mobile parallax add-on experience with messaging above and below the third party creative.

## Media Specifications

<b>Pages</b>	Category SLPs Editorial New/Used Year, Make, Model Page (YMM) New/Used Year, Make, Model, Trim Page (YMMT) Owners 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>	Mobile
<b>Dimensions</b>	300×250
<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.



# Mobile Parallax Add-on

## Deliverable Specifications

### HEADER COPY (Optional):

- 32 characters max, including spaces

### FOOTER COPY (Optional):

- 32 characters max, including spaces

### TAGS:

- Third party ad tag – 300×250 JavaScript
- Third party ad tag (Optional) – 300×600 JavaScript