300x250

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

Pages	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)
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	Mobile
Dimensions	300×250
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.

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