300x600

KBB.com's Advertising Specifications

Mobile Vertical Video – 300x600

Note: Custom Ad Solution

Last updated: February 7, 2024

Description

The Mobile Vertical Video combines KBB.com's native styling/design with a half-page OEM video, creating a commanding presence in the mobile environment.

Media Specifications

Pages	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	300×600
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.

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Deliverable Specifications

HEADER COPY:

- 35 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 15 characters max, including spaces

IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 400×200 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- High resolution 400×147 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

VIDEO:

- Video file format: MP4 or MOV
- Length of video: Up to 15 seconds
- 15MB max
- Portrait/vertical
- 9:16 Aspect ratio: 360×640 or 720×1280
- Frame rate: 23.98 or 29.97 FPS
- Audio: Must be encoded at a volume less than or equal to -12 dB
- No black bars
- No letterboxing

TAGS:

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