



**(Year) (Make) (Model)**  
All-new and re-designed Genero


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DESKTOP




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MOBILE




**Going somewhere? Genero Tire Stores will take you there.**

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DESKTOP



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MOBILE

KBB.com's Advertising Specifications

# Simplified Native - Featured Content

Note: Custom Ad Solution

Last updated: September 24, 2024



# Description

Reach target audiences across KBB.com to personalize your creative message and reach shoppers with relevant messaging. The Simplified Native – Featured Content offers creative messaging flexibility such as highlighting vehicle features, vehicle launch messages, or current offers. When CAMP client is unavailable, it is backfilled through the personalization engine (powered by Consumer Insights data).

# Media Specifications

<b>Pages</b>	Homepage Category SLPs Car Finder SLP Owners SLP (What's My Car Worth) New/Used Year, Make, Model Page (YMM) New/Used 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.



## Detailed Specifications

# Simplified Native - Featured Content

## Deliverable Specifications

### YEAR, MAKE, MODEL/HEADER COPY:

- 60 characters max, including spaces
- Header copy without reference to year, make, model is acceptable

### SUB-HEADER COPY (Optional):

- 32 characters max, including spaces

### BODY COPY:

- 146 characters max, including spaces

### CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces

### DISCLAIMER COPY (Optional):

- Disclaimer Text: 45 characters max, including spaces
- Disclaimer CTA: 16 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

### IMAGE:

- Jelly Image: 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)
- 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)

### TAGS:

- One impression tag
- One click tag: Redirects to OEM or advertiser site

