

## Pricing



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

Video Walkaround Test Drive at Home Local Home Delivery

[Search Available Vehicles](#)

[See Local Incentives in Your Area](#)

Advertisement

DESKTOP

Pricing Cars For Sale [See 61 Cars for Sale](#)

Valid for ZIP Code 44070 through 10/19/2022

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MOBILE

KBB.com's Advertising Specifications

# Regional Text Link

Note: Custom Ad Solution

Last updated: February 8, 2023



# Description

The Regional Text Link is a custom native ad solution that sits near the pricing meter on the New/Used Car Year, Make, Model, Trim page. It is regionally served as a T2 prioritized product offering; however, it can serve nationally as well.

# Media Specifications

|                          |   |
|--------------------------|---|
| <b>Pages</b>             | New/Used Year, Make, Model, Trim Page (YMMT)  |
| <b>Duration</b>          | 1 month   |
| <b>Share of Voice</b>    | CAMP 360  |
| <b>Geography</b>         | DMA<br>National   |
| <b>Ad Serving</b>        | Site served   |
| <b>Lead Time</b>         | 5 business days   |
| <b>Device</b>            | Desktop<br>Tablet<br>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

# Regional Text Link

## Deliverable Specifications

### COPY:

- 40 characters max, including spaces
- Default copy: See local incentives in your area

### TAGS:

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

