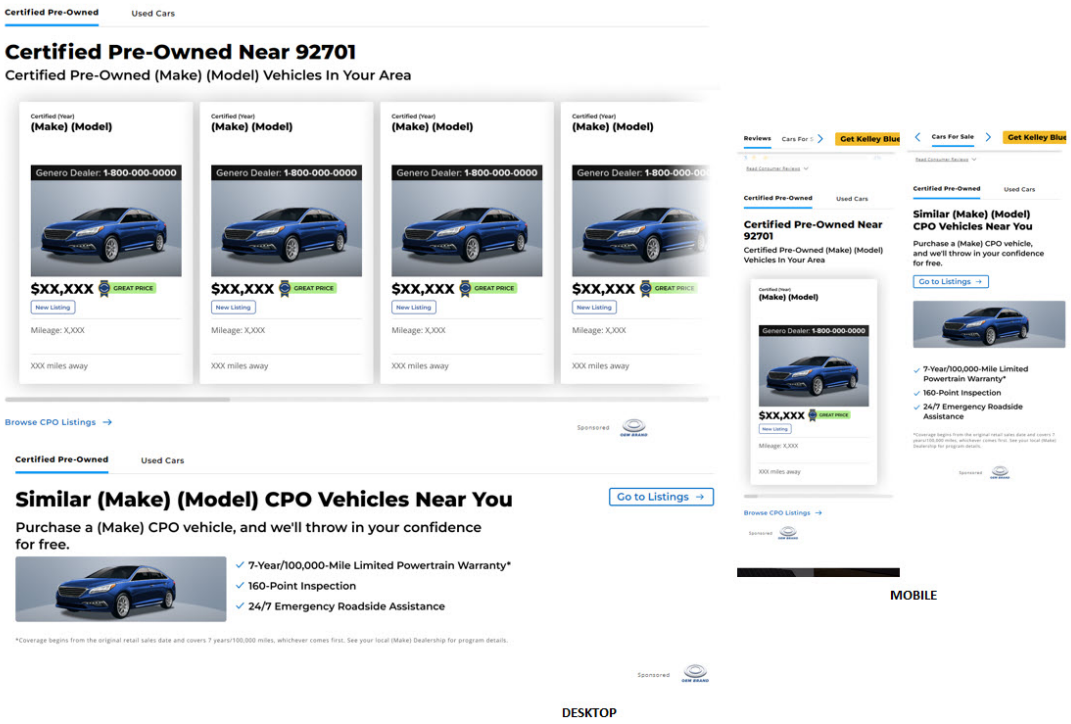

KBB.com's Advertising Specifications

CPO Listings Module

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

The CPO Listings Module provides OEMs with a unique marketing opportunity along the Used Car path pages and Year, Make, Model, Trim (YMMT) page to promote their Certified Pre-Owned vehicles/program. When listings are available, the CPO Module presents four models for consideration. The module carousels allowing the user to view more vehicles. A prominent call-to-action button clicks through to the OEM Certified Listings Classified page on KBB.com. If listings are not available, a custom native ad appears that reinforces the brand's CPO program and calls out up to three competitive advantages that differentiate the program from competitors.

Media Specifications

Pages	Used Car Path Pages Used Year, Make, Model, Trim Page (YMMT)
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile
Dimension	Custom
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.

Detailed Specifications

CPO Listings Module

Deliverable Specifications

COPY:

- 82 characters max, including spaces

BULLET POINTS:

- 60 characters max, including spaces; three (3) bullet points max, one (1) bullet point min

DISCLAIMER COPY (Optional):

- 500 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 or line-up image: High resolution 940×536 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
- Horizontal: High resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

- One impression tag
- One click tag: Redirects to OEM site
- One click tag (Optional): Redirects to internal KBB.com URL, provided by Cox Automotive
- One click tracker (Optional): Tracks internal KBB.com URL