


## Certified Pre-Owned Near 92701

Certified Pre-Owned (Make) (Model) Vehicles In Your Area

Certified (near)  
(Make) (Model)

Genero Dealer: 1-800-000-0000



**\$XX,XXX** GREAT PRICE


New Listing

Mileage: X,XXX

XXX miles away

Certified (near)  
(Make) (Model)

Genero Dealer: 1-800-000-0000



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Browse CPO Listings →

Sponsored

Certified Pre-Owned Used Cars

### Similar (Make) (Model) CPO Vehicles Near You

Go to Listings →

Purchase a (Make) CPO vehicle, and we'll throw in your confidence for free.



- ✓ 7-Year/100,000-Mile Limited Powertrain Warranty\*
- ✓ 160-Point Inspection
- ✓ 24/7 Emergency Roadside Assistance

\*Coverage begins from the original retail sales date and covers 7 years/100,000 miles, whichever comes first. See your local (Make) Dealership for program details.

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DESKTOP

Reviews Cars For → **Get Kelley Blue**

Best Cars for Sale → **Get Kelley Blue**

Best Cars for Sale →

Certified Pre-Owned Used Cars

**Certified Pre-Owned Near 92701**  
Certified Pre-Owned (Make) (Model) Vehicles In Your Area

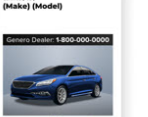
Similar (Make) (Model) CPO Vehicles Near You

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MOBILE

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

<b>Pages</b>	Used Car Path Pages Used Year, Make, Model, Trim Page (YMMT)
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<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>Dimension</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.



# 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

