


Trade in Your Old Vehicle for a New
**(Year) (Make)
(Model)**

And pay just
\$XX,XXX
or
\$XXX
per month



[Explore \(Model\)](#)

on OEMbrand.com

Calculation based on:

(Year) (Model) MSRP ⓘ **\$XX,XXX**

Your Estimated Trade-In Value ⓘ
Based on certain conditions ⓘ

Down Payment

Loan Term ▼


Interest Rate ⓘ ▼
For well-qualified buyers with excellent credit

Your Potential Net Cost: \$XX,XXX.XX

Your Potential Monthly Payment: \$XXX.XX

DESKTOP 300x600

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**(Year) (Make)
(Model)**



(Year) (Model) MSRP ⓘ **\$XX,XXX**

Your Estimated Trade-In Value **\$X,XXX**
Based on certain conditions ⓘ

Your Potential Net Cost: \$XX,XXX

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MOBILE 300x250

KBB.com's Advertising Specifications

Trade-In Calculator

Note: Custom Ad Solution

Last updated: February 8, 2023



Description

Leverage competitive Native trade-in creative to intercept shoppers known to be in-market with a vehicle to trade. The Trade-In Calculator will calculate the potential net cost for a new vehicle using MSRP less the KBB estimated trade-in value* based on vehicle condition or owner determined value, down payment, loan term, and interest rate. *Not available in all states.

Media Specifications

Pages	Owners 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 - 300x250 only
Dimensions	300×600 300×250
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.



Trade-In Calculator

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 36 characters max, including spaces; 2 lines max

CALL-TO-ACTION (CTA) COPY:

- Primary CTA: 30 characters max, including spaces
- OEM site CTA: 19 characters max, including spaces. OEM website name without "https://www." and ".com"

MSRP (Required):

- Numerical value. MSRP must match vehicle image

MSRP LEGAL COPY (Required):

- No character limit. If OEM disclaimer copy not provided, default copy is "Shown with optional features. Not all optional features available in all trims. Some features may vary"

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 170×80 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- Vertical: High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Horizontal: High resolution 95×35 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

