DESKTOP

MOBILE

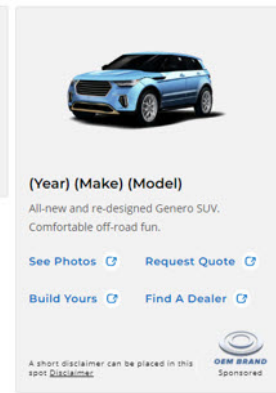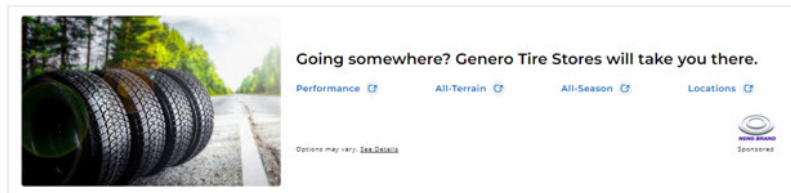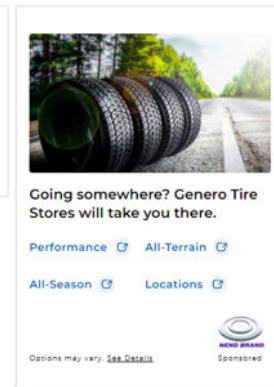**DESKTOP**

MOBILE

KBB.com's Advertising Specifications

Simplified Native - Shopping Links

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

The Simplified Native – Shopping Links is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its native look and feel. This particular ad unit emphasizes the user's natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions. The intent of the template options enable advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

Media Specifications

Pages	User Predictive Insight pages New/Used Year, Make, Model Page (YMM) New/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
Dimensions	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.

Simplified Native - Shopping Links

Deliverable Specifications

YEAR, MAKE, MODEL/HEADER COPY:

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

BODY COPY (Optional):

- 60 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- CTA 1 and 3: 11 characters max, including spaces
- CTA 2 and 4: 13 characters max, including spaces
- Two (2) CTAs min, four (4) CTAs max

DISCLAIMER COPY (Optional):

- Disclaimer Text: 45 characters max, including spaces
- Disclaimer CTA: 16 characters max, including spaces
- Disclaimer Overlay Header: 21 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) and Negative logo (for use on dark 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) and Negative logo (for use on dark backgrounds)

TAGS:

- One impression tag
- Multiple click tags: One for each Call-To-Action (CTA). All redirect to OEM or advertiser site