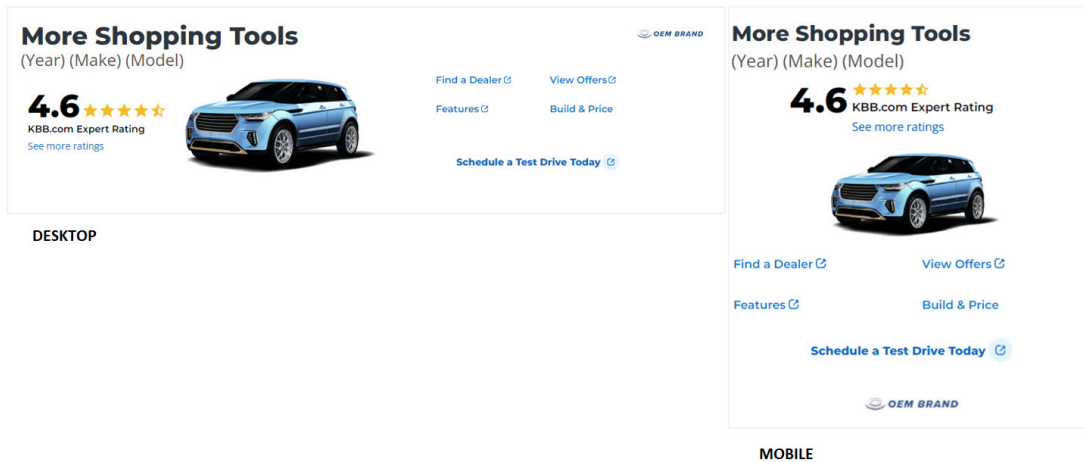




KBB.com's Advertising Specifications

# More Shopping Tools - Custom Compare

**Note: Custom Ad Solution**

Last updated: February 8, 2023



## Description

More Shopping Tools Module – Custom Compare 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. It also features KBB.com's Expert Rating,\* among other useful data points, that are dynamic within the creative. \*MSRP or Horsepower may be featured.

The intent of the template options enables advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

## Media Specifications

|                          |                                                                                                                                                                                                                                                                                                                   |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pages</b>             | Custom Compare Landing Page                                                                                                                                                                                                                                                                                       |
| <b>Duration</b>          | Any                                                                                                                                                                                                                                                                                                               |
| <b>Share of Voice</b>    | CAMP 360                                                                                                                                                                                                                                                                                                          |
| <b>Geography</b>         | 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. |



# More Shopping Tools - Custom Compare

## Deliverable Specifications

### HEADLINE COPY:

- Default copy: More Shopping Tools or More Research Tools
- Any headline change requires Ad Product approval
- 19 characters max, including spaces

### YEAR, MAKE, MODEL COPY:

- 30 characters max, including spaces

### CALL-TO-ACTION (CTA) COPY:

- Primary CTA: 27 characters max, including spaces
- Default copy: Schedule a Test Drive Today
- Text Link CTAs: 18 characters max, including spaces; two (2) CTAs min, four (4) CTAs max

### VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 500×230 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### LOGO:

- High resolution 100×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### TAGS:

- One impression tag
- Multiple click tags: Vehicle image, logo, and one for each Call-To-Action (CTA). All redirect to OEM site; CTA redirect to KBB.com internal redirect optional

