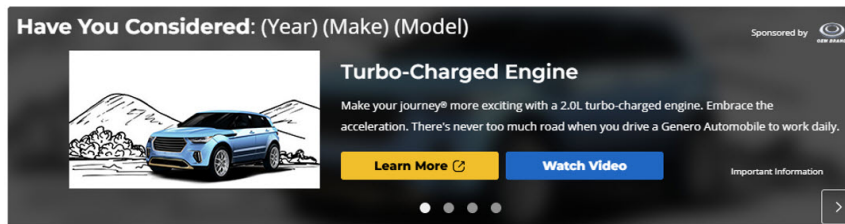DESKTOP - RETENTION

DESKTOP - AUDIENCE

MOBILE - RETENTION

MOBILE - AUDIENCE

KBB.com's Advertising Specifications

Enhanced From the Manufacturer

Note: Custom Ad Solution

Last updated: September 30, 2025

Description

Merchandise the KBB.com shopping experience by integrating brand messaging and imagery right into the research experience with the Enhanced From the Manufacturer. Highlight unique model features in different panels and showcase more robust brand imagery and a video asset on the Year, Make, Model page.

Media Specifications

Pages	New/Used Year, Make, Model Page (YMM)
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	Site served
Lead Time	7 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.

Enhanced From the Manufacturer

Deliverable Specifications

PANELS:

- One (1) panel min, four (4) panels max

YEAR, MAKE, MODEL COPY:

- 24 characters max, including spaces

HEADER COPY:

- 44 characters max, including spaces

COPY:

- 168 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces

DISCLAIMER COPY (Optional):

- Disclaimer CTA Text: 20 characters max, including spaces. (Launches disclaimer overlay)
- Disclaimer Overlay Text: 1000 characters max, including spaces

IMAGE:

- Lifestyle and Interior/Exterior Images: High resolution 1920×1080 JPG, 16:9 aspect ratio; one image per panel

LOGO:

- High resolution 72×70 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Negative logo (for use on dark backgrounds)

VIDEO (Optional):

- Featured on first panel
- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 1GB max file size

TAGS:

- One impression tag
- One click tag for each CTA: Redirects to OEM site