



(Year) (Make) (Model)

- [Build & Price](#)
- [See Inventory](#)
- [Request A Quote](#)
- [Local Offers](#)



Genero Tire Stores

- [Performance](#)
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DESKTOP/MOBILE

KBB.com's Advertising Specifications

Adaptive Ad Tile - STM

Note: Custom Ad Solution

Last updated: January 27, 2026



Description

The Adaptive Ad Tile – STM is a custom integrated placement prominently located in line with classified search results, giving advertisers the opportunity to promote actionable messaging and influence shoppers. It emphasizes the user's natural inclination to research a particular model by featuring up to four key KPI links, maximizing opportunity to drive shopping actions. Generate awareness for your vehicle or brand with the Adaptive Ad Tile – STM.

Media Specifications

Pages	Classified Search Results Page (SRP)
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	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.



Detailed Specifications

Adaptive Ad Tile - STM

Deliverable Specifications

YEAR, MAKE, MODEL/HEADER COPY:

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

CALL-TO-ACTION (CTA) COPY:

- 19 characters max per CTA, including spaces; two (2) CTAs min, four (4) CTAs max

DISCLAIMER COPY (Optional):

- Disclaimer: Unlimited character count
- Disclaimer CTA Text: 21 characters max, including spaces

IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 300x175 PNG on transparent background; or high resolution 1920x1080 PNG on transparent background for internal resizing
- Lifestyle or line-up image: 300x175, high-resolution, JPG; or high resolution 1920x1080 JPG for internal resizing

LOGO:

- Vertical: High resolution 70x40 PNG on transparent background; or high resolution 1920x1080 PNG on transparent background for internal resizing
- Horizontal: High resolution 90x35 PNG on transparent background; or high resolution 1920x1080 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 or advertiser site

