

 <p>(Year) (Make) (Model)</p> <ul style="list-style-type: none"> • Build & Price • See Inventory • Request A Quote • Local Offers 	 <p>Genero Tire Stores</p> <ul style="list-style-type: none"> • Performance • All-Season • All-Terrain • Locations 
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DESKTOP/MOBILE

KBB.com's Advertising Specifications

Adaptive Ad Tile - STM

Note: Custom Ad Solution

Last updated: February 3, 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.



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 350×200 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle or line-up image: 350×200, high-resolution, JPG; or high resolution 1920×1080 JPG 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 90×35 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 or advertiser site

