DESKTOP/MOBILE

KBB.com's Advertising Specifications

Adaptive Ad Tile - Branded Showcase

Note: Custom Ad Solution

Last updated: February 2, 2026

Description

The Adaptive Ad Tile – Branded Showcase Standard is a custom integrated placement prominently located in line with classified search results. It offers creative messaging flexibility such as highlighting vehicle features, vehicle launch messages, or current offers on different tabs. The ad placements are aligned with listings and garner strong consumer engagement. Generate awareness for your vehicle or brand with the Adaptive Ad Tile – Branded Showcase.

Media Specifications

Pages	Classified Search Results Page (SRP)
Duration	Any
Share of Voice	Sponsorship, Exclusive: 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 – Branded Showcase

Deliverable Specifications

TABS:

- Two (2) tabs min, three (3) tabs max

HEADER COPY:

- 30 characters max, including spaces

BODY COPY:

- 146 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 16 characters max, including spaces

OEM DISCLAIMER (Optional):

- Disclaimer Text: 45 characters max, including spaces
- Disclaimer CTA: 16 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

IMAGE:

- Jelly Image: 3/4 right-facing preferred, high resolution 350×200 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle 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; Positive logo (for use on light backgrounds)
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

TAGS:

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