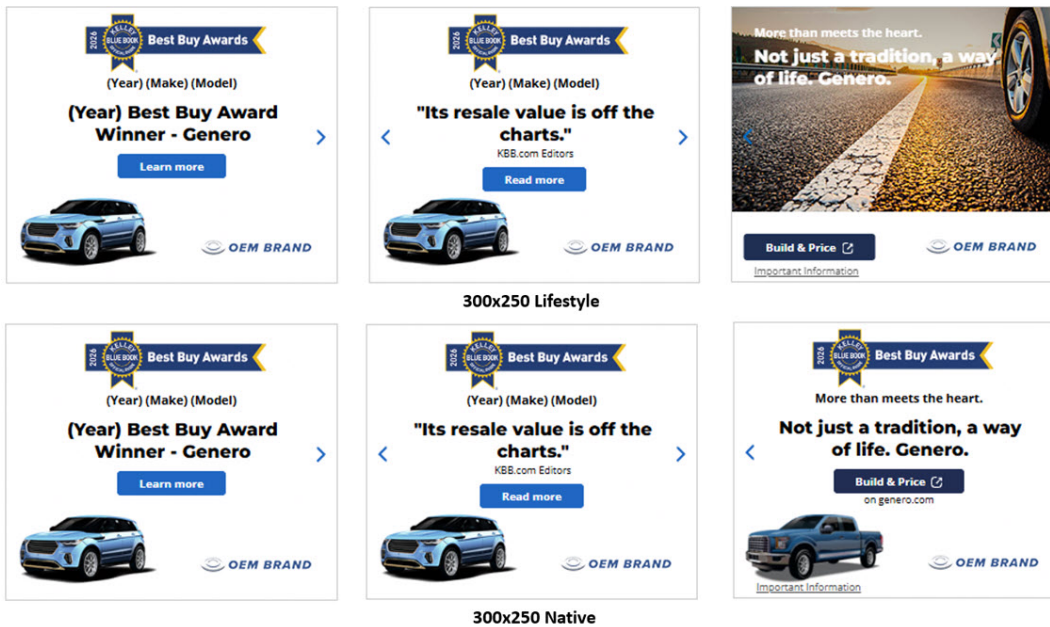




KBB.com's Advertising Specifications

KBB Award Carousel

Note: Custom Ad Solution

Last updated: September 2, 2026



Description

Influence car shoppers with a tout of OEM's brand wins for KBB.com's Best Buy, Best Resale Value, and Consumer Choice Awards in this three panel carousel creative. The first panel showcases the KBB Award, the second panel leverages content from KBB.com Editors, while the third panel showcases OEM messaging with a lifestyle image or KBB.com native styling.

Media Specifications

Pages	All pages with applicable IAB size
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	10 business days
Device	Desktop Tablet Mobile
Dimensions	300×250
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

KBB Award Carousel

Deliverable Specifications

HEADER COPY:

- Panel 1 & 2: Year/Make/Model; 25 characters max, including spaces
- Panel 3: 25 characters max, including spaces

PANEL COPY:

- Panel 1: KBB Award Year/Name; Brand/Model winner; 46 characters max, including spaces
- Panel 2: KBB.com Editors quote; 46 characters max, including spaces and quotation punctuation (Cox Automotive will provide quote options for selection)
- Panel 3: 46 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- Panel 3 only
- 14 characters max, including spaces
- Call-To-Action (CTA) Color (Optional); (Default Hex: #1E2F53 Blue)

DISCLAIMER COPY (Optional):

- Panel 3 only
- Disclaimer CTA Text: 20 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

IMAGE:

- Panel 1 & 2
Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Panel 3
Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing for native version
Lifestyle Image: 300×185 high resolution JPG; or high resolution 1920×1080 JPG for internal resizing for lifestyle version

LOGO:

- High resolution 105×35 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
- Multiple click tags: Logo, panel 3 Call-To-Action (CTA): Redirects to OEM site; panel 1 and panel 2 Call-To-Action (CTA): Redirects to internal KBB.com editorial URL, provided by Cox Automotive
- Up to two click trackers (Optional): Tracks KBB.com internal redirect

