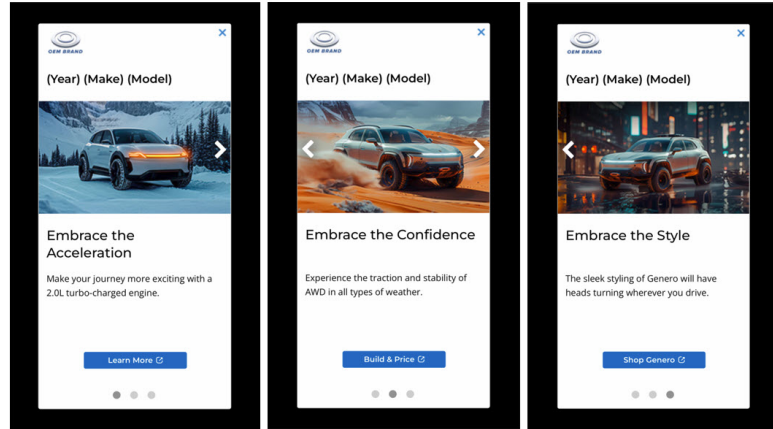


300x100



3-Panel Overlay

KBB.com's Advertising Specifications

Native Locked Mobile Swipe Up

Note: Custom Ad Solution

Last updated: August 27, 2025



Description

This IAB creative ad template for mobile devices is a versatile advertising solution that enables seamless integration of digital content with the ability to spawn an overlay featuring brand messaging and imagery. Highlight unique model features in the overlay's three panels and enhance user engagement and brand visibility.

Media Specifications

Pages	New Car Path Pages Used Car Path Pages Owners Path Pages
Duration	Any
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Mobile
Dimensions	300×100
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

Native Locked Mobile Swipe Up

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 50 characters max, including spaces
- Overlay Header

STATIC BANNER:

- 300×100 JPG
- 50KB max file size

OVERLAY PANELS:

- Three (3) panels (Required)

PANEL HEADER COPY:

- 40 characters max, including spaces

PANEL COPY:

- 168 characters max, including spaces

PANEL CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces; up to three (3) CTAs

PANEL IMAGE:

- Lifestyle and Interior/Exterior Images: High resolution 298×175 JPG; or high resolution 1920×1080 JPG
- One image per panel

LOGO:

- 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)

TAGS:

- One impression tag; additional impression tag for overlay (Optional)
- Once click tag for each CTA: Redirects to OEM site

