



970X250

KBB.com's Advertising Specifications

Billboard 970x250

Note: Standard IAB

Last updated: March 20, 2025



Description

The Billboard 970×250 is a third party standard IAB ad that provides a large and prominent on-page brand message.

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	Third Party
Lead Time	3 business days
Device	Desktop Tablet
Dimensions	970×250
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

Billboard 970x250

Deliverable Specifications

STATIC BANNER OPTION:

- PNG, JPG
- 250KB max file size

RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max
- Initial load: 250KB max file size
- Sub-load: 500KB max file size

VIDEO:

- Length of video: Up to 15 seconds
- 1MB max file size
- User initiated audio and video required
- Stop, start and mute/volume controls required

TAGS:

- Third party ad tag

