



300x100

KBB.com's Advertising Specifications

Native Mobile Animated Ad

Note: Custom Ad Solution

Last updated: September 17, 2025



Description

This IAB creative ad template for mobile devices is a seamless integration of digital content with eye-catching animation to highlight unique model features and enhance user engagement and brand visibility.

Media Specifications

| | |
|--------------------------|--|
| Pages | New Car Path Pages Used Car Path Pages Owners Path Pages |
| 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 | 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 Mobile Animated Ad

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 24 characters max, including spaces

HEADLINE COPY:

- 42 characters max, including spaces

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 125×65 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- High resolution 40×40 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
- One click tag – External CTA: Redirects to OEM site

