

The screenshot shows the Kelley Blue Book homepage. At the top, there's a banner for "Stylized Beauty and Exceptional Performance" featuring a car in a city at night. Below the banner are several sponsored tiles: "Turn Your Car into Cash" (with a person icon), "Recommended for You" (listing "2026 Acura Integra N/A Starting Price" with a car icon), "Get an Instant Cash Offer" (with a dollar sign icon), and "Don't Overpay for Car Insurance" (with a car and dollar sign icon). Further down, there's a section titled "Shop Best Cars" with categories like "Best SUVs" (highlighted with a red box), "Best Cars", "Best Trucks", "Best Minivans", "Best EVs", and "Best Hybrids". To the right, there's a "Free Used Car Price Quote" section with dropdown menus for Year, Make, and Model.

### Homepage Tile Icon

The screenshot shows the "Best SUVs of 2025" category page. The top navigation bar includes links for "Car Values", "Cars for Sale", "Private Seller Exchange", "Shop & Buy", and "Research Tools". Below the navigation, the page title is "Best SUVs of 2025". A sub-navigation bar shows "Home > Best SUVs". The main content area features a "Sponsored" tile for "Best SUVs" (with a car icon) and a grid of other vehicle categories: "Best Cars", "Best Trucks", "Best Minivans", "Best EVs", and "Best Hybrids". At the bottom, there are tabs for vehicle sizes: "Compact", "Mid-Size", "Genero SUVs" (highlighted with a red box), "3-Row", "2-Row", "Full-Size", and "Subcompact".

### Sponsored Category Page Tile Icon & Tab

KBB.com's Advertising Specifications

# Best Category Sponsorship

## Note: Custom Ad Solution

Last updated: November 21, 2025



# Description

Increase brand visibility and brand recognition by showcasing a vehicle's unique features and benefits within a targeted vehicle segment. Grow market share and consideration with exclusive SOV of a KBB Best Category Sponsorship. Categories available are Best Cars, Best SUVs, Best Trucks, Best Minivans, Best EVs, and Best Hybrids. \*Homepage sponsorship is exclusive to one advertiser per month.

## Media Specifications

<b>Pages</b>	Homepage Category SLPs
<b>Duration</b>	1 month
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimensions</b>	Custom
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	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

# Best Category Sponsorship

## Deliverable Specifications

### CATEGORY OPTIONS:

- One (1) category per sponsorship
- Category options:
  - Best Cars
  - Best SUVs
  - Best Trucks
  - Best Minvans
  - Best EVs
  - Best Hybrids

### YEAR, MAKE, MODEL/TILE COPY:

- 23 characters max, including spaces

### TAB COPY:

- Default is Make name; 23 characters max, including spaces

### VEHICLE IMAGE:

- Jelly Image: 3/4 right-facing preferred, high resolution 940×536 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### LOGO:

- High resolution 210×120 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)
- High resolution 270×105 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
- Click Tracker (Optional) – Up to three (3); Homepage tile; SLP tile; SLP tab

