


Recommended For You
 (Year) (Make) (Model)

\$XX,XXX
 Base MSRP*

[Shop Genero](#)

Sponsored by


Disclaimer

MSRP \$XX,XXX is starting price of a 2026 Genero X SUV base trim. Price shown is suggested retail price for base trim only. It does not include options, packages, premiums, taxes, title, registration, license or destination and handling charge. See your local dealer for more information.

DESKTOP/MOBILE

KBB.com's Advertising Specifications

Adaptive Ad Tile - Recommendation

Note: Custom Ad Solution

Last updated: May 19, 2026



Description

The Adaptive Ad Tile – Recommendation is a custom integrated placement prominently located in line with classified search results. It gives advertisers the opportunity to promote an entry level featured model and influence shoppers. These ad placements are aligned with listings and garner the strong consumer engagement. Generate awareness for your vehicle and brand with the Adaptive Ad Tile – Recommendation.

Media Specifications

Pages	Classified Search Results Page (SRP)
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	Desktop Tablet Mobile
Dimensions	Custom
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

Adaptive Ad Tile - Recommendation

Deliverable Specifications

HEADER COPY:

- Default is Recommended For You; header copy is not editable

YEAR, MAKE, MODEL/SUB-HEADER COPY:

- 24 characters max, including spaces

BASE MSRP:

- MSRP for base trim level of featured year, make, model

CALL-TO-ACTION (CTA) COPY:

- 15 characters max, including spaces

DISCLAIMER COPY (Optional):

- Disclaimer CTA: 21 characters max, including spaces
- Disclaimer Copy: No character limit

VEHICLE IMAGE:

- Jelly Image: Base model image required; 3/4 left-facing preferred, high resolution 350×200 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

LOGO:

- Vertical: 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)
- Horizontal: High resolution 90×35 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
- One click tag: Redirects to OEM site

