



KBB.com's Advertising Specifications

Adaptive Ad Tile - Cinematic

Note: Custom Ad Solution

Last updated: June 3, 2026



Description

The Adaptive Ad Tile – Cinematic is a custom integrated placement prominently located in line with classified search results. Its eye-catching video commands user attention, resolving with a large lifestyle image. For additional impact, an optional overlay provides advertisers with another opportunity to further engage the user. 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 – Cinematic.

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.



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Deliverable Specifications

HEADER COPY:

- Video: 50 characters max, including spaces
- Overlay (Optional): 25 characters max, including spaces

OVERLAY COPY (Optional):

- 146 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- Video: 15 characters max, including spaces
- Overlay (Optional): 15 characters max, including spaces

DISCLAIMER TEXT (Optional):

- 21 characters max, including spaces

VEHICLE IMAGE:

- Jelly Image: Overlay (Optional); 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
- Lifestyle Image: Background; high resolution 350×600 jpg; or high resolution 1920×1080 jpg 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)

VIDEO:

- Video file format: MP4 or MOV
- Length of video: Up to 15 seconds
- 15MB max
- Portrait/vertical
- 9:16 Aspect ratio: 720×1280
- Video content: Running video; no copy, no logo, no black bars, no letterboxing, no sound



TAGS:

- One impression tag
- One click tag for each CTA: Redirects to OEM site

