



Display &
Video 360



Demand Gen

KBB.com's Advertising Specifications

Audience Extension

Note: Custom Ad Solution

Last updated: June 12, 2026



Description

Audience Extension: Expanding Reach & Impact

Audience Extension is a powerful solution for OEMs looking to amplify their campaigns beyond existing placements on Autotrader and Kelley Blue Book. By leveraging trusted third-party publishers and premium networks, this approach enables brands to reach highly relevant Cox Automotive audiences wherever they consume content online. Using proprietary audience signals and programmatic technology, Audience Extension ensures your message connects with the right people at scale without sacrificing performance. The result is extended reach, improved engagement, and measurable impact across the digital ecosystem.



Detailed Specifications

Guidelines for Meta Single Image Ads

Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 4:5
- Resolution:
 - 1:1 ratio: 1440 x 1440 pixels
 - 4:5 ratio: 1440 x 1800 pixels

Text Recommendations

- Primary Text: 50-150 characters
- Headline: 27 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height:
 - 1:1 ratio: 600 pixels
 - 4:5 ratio: 750 pixels
- Aspect Ratio Tolerance: 3%



Detailed Specifications

Guidelines for Meta Carousel Ads

Design Recommendations

- Image File Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1 or 4:5
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 80 characters
- Headline: 45 characters
- Description: 18 characters
- Landing Page URL: Required

Technical Requirements

- Number of Carousel Cards: 2 to 10
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 240 minutes
- Aspect Ratio Tolerance: 3%





Detailed Specifications

Guidelines for Meta Carousel Video Ads - Horizontal

Design Recommendations

- File Type: MP4, MOV, or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution:
 - 1:1 ratio: 1440 x 1440 pixels
 - 4:5 ratio: 1440 x 1800 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Text Recommendations

- Primary Text: 50-150 characters
- Headline: 27 characters

Technical Requirements

- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels





Detailed Specifications

Guidelines for Meta Carousel Video Ads - Vertical (Reels & Stories Placements)

Design Recommendations

- File Type: MP4, MOV, or GIF
- Recommended Ratio: 9:16
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: 1440 x 2560 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Text Recommendations

- Primary Text: 40 characters
- Headline Text: 55 characters
- Support for auto captioning: None

Technical Requirements

- Video Duration: No Maximum limit
- Maximum File Size: 4GB



Detailed Specifications

Guidelines for HTML5 Display Creatives

Creative Options

- Display – Image ads you can click to go to an advertiser’s website
- Rich media – Ads with interactive elements like animations, image galleries, games, or embedded videos

Pages

- Offsite

Duration

- 3 month minimum

Share of Voice

- Standard, Non-exclusive: less than 100% of available impressions

Geography

- National
- DMA

Ad Serving

- Third party (DCM, Innovid, Flashtalking, Clinch)

Lead Time

- 3 business days

Device

- Desktop
- Smartphone
- Tablet

HTML, Style, and Script Files

- .html, .htm, .css, .js

Images

- JPG, JPEG, GIF, PNG, SVG

Display Ad Sizes

- 300 x 250
- 320 x 50
- 300 x 50
- 160 x 600
- 728 x 90
- 300 x 600
- 970 x 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

Guidelines for Image Display Creatives

About Image Display Creatives

An image creative is an image that a person can click to visit your landing page. Cox Automotive supports images in GIF, JPG, or PNG formats that use the RGB color format.

Pages

- Offsite

Duration

- 3 month minimum

Share of Voice

- Standard, Non-exclusive: less than 100% of available impressions

Geography

- National
- DMA

Ad Serving

- First-party URL tracking
- 1×1 Impression & Click Tracking by Ad Serving Vendor (DCM, Innovid, Flashtalking, Clinch)

Lead Time

- 3 business days

Device

- Desktop



- Smartphone
- Tablet

Dimensions

- No larger than 4000 × 4000 pixels

Display Ad Sizes

- 300 x 250
- 320 x 50
- 300 x 50
- 160 x 600
- 728 x 90
- 300 x 600
- 970 x 250

Frequency Capping

No frequency capping

Additional Notes

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Detailed Specifications

Guidelines for Native Display Creatives

About Native Display Creatives

Native ads match the look and feel of a site or app and provide a better user experience for visitors. Native ads are different from standard ads in that they're designed to fit neatly inside the user's path through a site or app. Visitors still know they're ads, but they look great next to publisher content.

Native ads can serve on mobile app, mobile web, and desktop websites. You can assign them to any display line item.

Logo (required)

- File types: JPG, JPEG, PNG
- Dimensions: Minimum 100 × 100 pixels, maximum 2000 × 2000 pixels
- File size: Maximum 1200 KB
- Aspect ratio: 1:1
- Color model: RGB or CMYK

File name must be ASCII and 50 characters or less.

Image (required)

Large rectangular image to promote the product or service.

- File types: JPG, JPEG, PNG
- Dimensions: Minimum 1200 x 627 pixels, maximum 2000 x 1047 pixels
- File size: Maximum 1200 KB
- Aspect ratio: 1.91:1
- Color model: RGB or CMYK

File name must be ASCII and 50 characters for less.

Square Image

Square, 1:1 aspect ratio image to promote the product or service. If you upload this image, a second creative is generated.

- Optional, but required for Programmatic Guaranteed deals
- File types: JPG, JPEG, PNG
- Dimensions: Minimum 627 × 627 pixels, maximum 2000 × 2000 pixels
- File size: Maximum 1200 KB
- Aspect ratio: 1:1
- Color model: RGB or CMYK

File name must be ASCII and 50 characters or less.

Advertiser Name (required)

- Displayed in the creative. Your Display & Video 360 advertiser name is filled in by default.

Maximum 25 characters

Headline

- Optional if long headline is used, but at least one headline is required
- Displayed in the creative.

Maximum 25 characters

Long Headline

An alternate, longer headline that only appears in some native layouts.

- Optional if headline is used, but at least one headline is required

Maximum 50 characters

Body Text

Description of the product or service

- Optional if long body text is used, but at least one body test is required

Maximum 90 characters

Long Body Text

An alternate, longer description that only appears in some native layouts.

- Optional if body text is used, but at least one body text is required

Maximum 150 characters

Landing Page URL (required)



The web page to direct people to when they click your ad.

- Maximum 1024 characters

If your advertiser is linked to Campaign Manager 360, the landing page URL is determined by the Campaign Manager 360 tracking ad. You don't need to enter a separate landing page URL.

Caption URL (required)

A shorter, friendlier version of the landing page URL to display in the creative that only appears in some native layouts. For example, "example.com/shop".

Maximum 30 characters

Call-to-Action aka CTA (required)

The text on the ad's call-to-action button or link. For example, "Shop now".

Maximum 15 characters



Detailed Specifications

Guidelines for Pre-roll Video Creatives

About Pre-roll Video Creatives

Video creatives are video ads that are shown in a publisher video player before, during, or after publisher video content. You can also include [companion creatives](#), which are display ads that are shown outside the video player.

File Types

- AVI, MOV, MP4, M4V, MPEG, MPG, WEBM, WMV

Size

Video creatives hosted by Display & Video 360 can be up to 1 GB, while the maximum size for transcoded serving files is 10 MB. Always upload a source file with the highest possible specifications you have available so that Display & Video 360 can transcode the asset into as many serving files as possible. However, individual exchanges may have different maximum file sizes, so plan accordingly.

Name

- File name can't be longer than 50 characters

ASCII characters only.

VAST

Display & Video 360 supports the [VAST 2.0](#), [VAST 3.0](#), and [VAST 4.0](#) specifications. You can also use VAST wrappers, but we recommend limiting to only 2 wrappers to avoid issues with serving on exchanges.

VPAID

Display & Video 360 supports HTML5 VPAID using the [VPAID 2.0](#) specification. Display & Video 360 does not support direct upload of VPAID creatives. VPAID creatives must be uploaded in Studio and synced through Campaign Manager 360. For third-party VPAID creatives, follow the instructions in the “Third-party VAST tags”

section below.

Duration

Video inventory supports a variety of durations, such as:

- Less than 15 seconds
- 15 seconds
- 20 seconds
- 30 seconds
- 60 seconds
- At least 90 seconds

Videos don't need to be the maximum length allowed by the inventory to serve correctly. For example, if you have a 22-second-long video creative, your creative would meet the requirement for being able to serve to 30-second inventory. The duration of all videos rotating in a Display & Video 360 creative must be within 10% of the length of the longest video in that creative.

Most publishers allow videos to be within a 10% threshold of their limits. For example, a 30-second video ad slot would allow for video ads up to 33 seconds.

Note: For longer videos (anything 60 seconds or greater), check with your inventory source ahead of time about any constraints concerning file sizes or inventory availability.

Aspect Ratio

- Landscape/horizontal videos must have an aspect ratio of 16:9 (for example, 640 × 360) or 4:3 (for example, 640 × 480)
- Portrait/vertical videos must have an aspect ratio of 9:16 (for example, 360 × 640) or 3:4 (for example, 480 × 640)

Landing Page URL

Make sure the creative has a landing page URL set. Note that it will open in a new window.

Third-party VAST Tags

Display & Video 360 accepts third-party VAST tags containing VAST and VPAID creatives. Display & Video 360 wraps the tags according to the VAST 2.0, VAST 3.0, or VAST 4.0 specification based on the requirements of each individual exchange. This might result in some metrics specific to each version of VAST, such as skips offset for VAST 3.0 and VAST 4.0, not being available for a creative.

Moat-wrapped VAST Tags

To avoid delivering your Moat-wrapped video with the wrong duration, confirm that Moat sets the correct duration when wrapping the tag. Moat sets the duration for the new VAST created when the tag is wrapped, and Display & Video 360 will bid on this duration. If the duration is incorrect, the creative may be delivered into an ad slot with a shorter duration. This can cause the video to be cut off before the end.



- In Display & Video 360, preview the creative and make sure the preview duration matches the duration found in the video options section of the creative details page.

If the creative is synced from Campaign Manager 360, open the Campaign Manager 360 placement and find the creative. Preview it and make sure preview duration is the same as the video duration found in the identification section of the creative.

VPAID Adapter

Display & Video 360 uses an HTML5 VPAID adapter for Active View measurements for video ads.





Detailed Specifications

Guidelines for YouTube Creatives

Ad format availability by line-item type

Ad Format	YouTube & partners	Demand Gen
In-stream video ads (skippable, bumper & non-skippable)	Yes	Yes
In-feed video ads	Yes	Yes
Shorts video ads	Yes	Yes
Audio ads	Yes	No
Image ads	No	Yes
Masthead ads	Yes (via instant deals)	No
Pause ads	Yes (via instant deals)	No

Skippable In-Stream Ads

When should I use skippable in-stream ads?

Use skippable in-stream ads when you have video content you'd like to promote in-stream (before, during, or after other videos) and across partner sites and apps through the Google Display Network.

How do skippable in-stream ads work?

Skippable in-stream ads play before, during, or after other videos, or as a full screen interstitial ad that plays before a viewer can proceed with apps. After five (5) seconds, the viewer has an option to skip the ad.

If viewers chooses not to skip the ad, the YouTube video view count will be incremented when the viewer watches 30 seconds of the the ad (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first. Video interaction include clicks to visit your website and clicks on call-to-action overlays (CTAs).



Where will skippable in-stream ads appear?

- YouTube videos
- On partner sites and apps through the Google Display Network, if opted into this inventory source

What are the ad specifications and requirements for skippable in-stream ads?

- Video options: YouTube video (less than 3 minutes recommended)
- Companion Banner: Ad image automatically generated from the videos in your YouTube channel or an image you manually upload that meets the following requirements:
 - Dimensions: 300 x 600 pixels
 - File type: JPG, GIF, or PNG
 - File size: 150 KB max
 - GIF frame rate: fewer than 5 frames per second
- Ad text limits: N/A
- Third-party tracking pixels: Must meet the [requirements for third-party](#) ad serving and the following:
 - Tracking pixels are 1 x 1 image pixels
 - Tracking pixels are supported for impression events
 - JavaScript is not allowed
 - All tracking pixels and any fourth-party calls made within the pixels through daisy-chaining must be SSL compliant
- Click destination: Your website

Bumper Ads

When should I use bumper ads?

Use bumper ads when you want to reach viewers with a short, memorable message that cannot be skipped. Bumper ads can be used to raise awareness, or to reinforce other ads.

How do bumper ads work?

Bumper ads are 6 seconds or shorter and play in-stream (before, during, or after another video). Viewers do not have the option to skip the ad.

Where will bumper ads appear?

- YouTube videos
- On partner sites and apps through the Google Display Network, if opted into this inventory source

What are the ad specifications and requirements for bumper ads?

- Video options: YouTube video (6 seconds or less)
- Companion banner: An image you manually upload that meets the following requirements:
 - Dimensions: 300 pixels x 60 pixels
 - File type: JPG, GIF, or PNG
 - File size: 150 KB max
 - GIF frame rate: fewer than 5 frames per second
- Ad text limits: N/A
- Third-party tracking pixels: Must meet the [requirements for third-party ad serving](#) and the following:
 - Tracking pixels are 1x1 image pixels
 - Tracking pixels are supported for impression events
 - JavaScript is not allowed



- All tracking pixels and any fourth-part calls made within the pixels through daisy-chaining must be SSL compliant
- Click destination: Your website

Non-skippable Ads

When should I use Non-skippable in-stream ads?

Use non-skippable in-streams ads when you want to reach viewers with a longer message that can't be skipped.

How do Non-skippable in-stream ads work?

Non-skippable in-stream ads are generally between 7 and 15 seconds long, and play in-stream (before, during, or after another video). Viewers do not have the option to skip the ad.

If you will use [instant deals](#), non-skippable ads of up to 60 seconds are supported. A beta feature in [YouTube & partners non-skippable reach line items](#) supports non-skippable ads of up to 30 seconds.

Where will Non-skippable in-stream ads appear?

- YouTube videos
- On partner sites and apps through the Google Display Network, if opted into this inventory source

What are the ad specifications and requirements for Non-skippable in-stream ads?

- Video options: YouTube video (between 7 and 15 seconds, or up to 60 seconds in some scenarios)
- Companion Banner: An image automatically generated from the videos in your YouTube channel or an image you manually upload that meets the following requirements:
 - Dimensions: 300 pixels x 60 pixels
 - File type: JPG, GIF, or PNG
 - File size: 150 KB max
 - GIF frame rate: fewer than 5 frames per second
- Ad text limits: N/A
- Third-party tracking pixels: Must meet the [requirements for third-party ad serving](#) and the following:
 - Tracking pixels are 1 x 1 image pixels
 - Tracking pixels are supported for impression events.
 - JavaScript is not allowed
 - All tracking pixels and any fourth-party calls made within the pixels through daisy-chaining must be SSL compliant
- Click destination: Your website

Shorts Ads

When should I use Shorts ads?

Use this format when you have video content that you would like to promote between Shorts on YouTube, reaching a large audience of engaged viewers.

How do Shorts ads work?

Shorts ads have a similar user experience as organic Shorts videos.

- Ads will be rendered and show up randomly between organic Shorts videos.
- Users can immediately skip the ad by swiping up or down.



- The ad video will be kept and reshown if users scroll back.
- Clicking on the CTA button will land users to the designated landing page

Where will Shorts ads appear?

Shorts ads play between [Shorts](#) on YouTube. They are supported across all devices, not only mobile.

What are the ad specifications and requirements for Shorts ads?

It is highly recommended to create a vertical video for Shorts ads.

- Ad text limits: Shorts ads don't use headline or long headlines.
 - Description: 90 characters maximum
- Dimensions (minimum):
 - 720 x 1280 pixels (vertical)
 - 480 x 480 pixels (square)
 - 1280 x 720 pixels (horizontal)
- Video options: YouTube video (5 seconds or longer). Ads longer than 60 seconds will loop in the Shorts environment, and an option to click out to the Watch page to see the full video will appear at the 50 second mark.
 - **Note:** Shorts ad bought through Video view line items must be 10 seconds or longer. While Shorts ad bought through instant deals, Video reach, or Demand Gen line items must be 5 seconds or longer.



Demand Gen

Detailed Specifications

Guidelines for Demand Gen Creatives

About Demand Gen Creatives

Demand Gen line items are ideal for social advertisers who want to serve visually-appealing, multi-format ads on Google's most impactful surfaces. Demand Gen captures engagement and action across YouTube, including Shorts, Discover, Gmail, and Google video partners.

Creative Assets

- Image (Landscape 1.91:1, Logo 1:1, Portrait 4:5, Square 1:1)
- Text (Headline, description, landing page URL, business name, CTA)
- Video (horizontal, square, vertical)
- Carousel ad (Headline, description, final URL, business name, CTA, logo 1:1, 2-10 image cards:
 - Landscape 1.91:1, Portrait 4:5, Square 1:1
- Product Feeds (see chart below)



Placements	Product feed only	Image only	Image and Product feed	Video only	Video and Product feed
YouTube Shorts	✓	✓	✗	✓	✓
YouTube In-stream	✗	✗	✗	✓	✓
YouTube Home	✓	✓	✓	✓	✓
YouTube Search	✓	✓	✓	✓	✓
YouTube Watch Next	✓	✓	✓	✓	✓
Gmail	✓	✓	✗	✗	✗
Discover	✓	✓	✓	✓	✗
Google Video Partners	✗	✗	✗	✓	✓
Google Display Network	✓	✓	✓	✗	✗

Detailed Specifications

Single Image Ads

Image

Can support up to 20 per ad

- Horizontal 1.9:1 image:
 - Min size: 600 x 314. Recommended: 1200 x 628
 - 5MB max file size
- Square 1:1 image:
 - Min size: 300 x 300. Recommended: 1200 x 1200
 - 5MB max file size
- Vertical 4:5 image (optional):
 - Min size: 480 x 600. Recommended: 960 x 1200
 - 5MB max file size
- Vertical 9:16 image (optional):
 - Min size: 600 x 1067. Recommended: 1080 x 1920
 - 5MB max file size
 - Recommended for YouTube Shorts

Recommendation: Upload 3 of each aspect ratio for maximum placement coverage.

Headline (40 characters max.)

- Up to 5

Description (90 characters max.)



- Up to 5

Square logo

- Up to 5
 - 1:1 (required)
 - Min size: 128 x 128. Recommended: 1200 x 1200
 - 5120 KB max file size
 - Overall 21.46% gets cropped (gray shaded area) so roughly 5.36% on each of the 4 corners that will be cropped when this is shown as a circle on Gmail

Call-to-Action aka CTA

- Recommend choosing the “automated” option selection made from drop-down list

Carousel Ads

Ad Level:

Headline (40 characters max.)

- Include a headline that shows no matter which card is showing

Description (90 characters max.)

- Upload a description that shows no matter which card is showing

Final URL

- Auto-generated visible URL is provided in the UI

Business name (25 characters max.)

- 1 (required)

Card Level:

Image

2 to 10 images

- Horizontal image:
 - Dimensions: 1.91:1
 - Min size: 600 x 314. Recommended: 1200 x 628
 - 5MB max file size
- Square image:
 - Min size: 300 x 300. Recommended: 1200 x 1200
 - 5MB max file size
- Vertical 4:5 image (optional):
 - Min size: 480 x 600. Recommended: 960 x 1200
 - 5MB max file size



Aspect ratio must be consistent across all cards. It's recommended to create a carousel ad with each aspect ratio to ensure coverage across placements and channels.

Headline (40 characters max.)

- Enter a headline that shows on a given card (not supported on Discover, which uses the ad-level headline no matter which card is showing)

Business name (25 characters max.)

- 1 (required)

Square logo

Up to 5

- Dimensions: 1:1 (required)
- Min size: 144 x 144. Recommended: 1200 x 1200
- 150 KB max file size
- Overall 21.46% gets cropped (gray shaded area) so roughly 5.36% on each of the 4 corners that will be cropped when this is shown as a circle on Gmail

Final URL

You can provide a specific landing page for each card on YouTube and Gmail

Call-to-Action aka CTA

Recommend choosing the "automated" option selection from the drop-down list

Gmail Video Ads

Video:

1-5 advertiser uploaded videos per ad

Video length: Minimum 5 second, maximum dependent on placement

- **Note:** Videos shorter than 10 seconds won't server on YouTube In-stream

- Horizontal:
 - 16:9. Recommended pixels for HD: 1920 x 1080
- Square:
 - 1:1. Recommended pixels for HD: 1080 x 1080
- Vertical:
 - 4:5. Recommended pixels for HD: 1080 x 1350
- Vertical:
 - 9:16. Recommended pixels for HD: 1080 x 1920
- Format: .MPG (MPEG-2 or MPEG-4)
- File size: 256 GB



Learn more [About video ad specs](#).

Note: You can't upload an offline video. Search for a video that you've uploaded to YouTube, or enter the video URL from YouTube. You can also [create a new video ad with video builder](#).

If you don't want your video to serve on YouTube, you may use an unlisted YouTube video in the campaign.

Headline

- 40 characters max
- Used in the skippable in-stream ad format

Long headline

- 90 characters max
- Used in the in-feed video ad format (Discover and YouTube)

Description

- 90 characters max

Business name (25 characters max.)

- 1 (required)

Call-to-Action aka CTA

- 10 characters max

Square logo

Up to 5

- 1:1 (required)
- Min size: 144 x 144. Recommended: 1200 x 1200
- 150 KB max file size
- Overall, 21.46% gets cropped (gray shaded area) so roughly 5.36% on each of the 4 corners that will be cropped when this is shown as a circle on Gmail
- YouTube will default to the YouTube channel logo

Sitelinks (optional)

Can show up to 4

- Used in the skippable in-stream ad format
- Available on Mobile and Desktop

