

Shopping Used Cars?

Consider a Certified Pre-Owned (Make)—just a bit more.

(Year) (Make) (Model)

Only **\$X** more/month*

[Find the Best Price](#) 

*60 mos. @ X.XX% APR

[Explore All Inventory](#) 

Disclaimer

Sponsored

[Get Local Price Quotes](#)

X

Values and pricing are the opinions of Kelley Blue Book, and the actual price of a vehicle may vary. Kelley Blue Book assumes no responsibility for errors or omissions.

The Kelley Blue Book® Fair Purchase Price is generally the midpoint of the Fair Market Range. It is Kelley Blue Book's estimate of what a consumer can reasonably expect to pay for this year, make and model vehicle that has been Certified Pre-Owned (CPO) according to standards set by the manufacturer with typical miles and options (or with the miles and options the consumer specifies). It includes CPO certification costs, dealer profits and retail costs but excludes taxes, title and fees. The actual sales price will depend on factors such as the car's actual condition, popularity, warranty and local market factors.

Savings estimates are based on Kelley Blue Book® Fair Purchase Price, XX.XX% APR, 60 mos as of 08/31/2026.

X.XX% APR up to 60 months **Important Information**

From X.XX% APR up to 60 months at \$XX.XX per month per \$1,500 financed applies. Offer valid through **09/30/27**. Offer available to eligible, qualified customers, not all customers will qualify for the lowest rate. Other rates and terms available. Subject to vehicle availability.

[Get Local Price Quotes](#)

DESKTOP/MOBILE

KBB.com's Advertising Specifications

KBB Used to CPO Upsell

Note: Custom Ad Solution

Last updated: September 24, 2026



Description

Influence used car shoppers to consider purchasing a CPO vehicle with the Used to CPO Upsell creative. Prominent on the used year, make, model, trim page next to the KBB Fair Purchase Price, the user is shown how little an upgrade to a CPO vehicle could be*.

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Savings estimates are based on Kelley Blue Book ®Fair Purchase Price, 11.49% APR, 60 mos. as of date kbb.com is visited.

Media Specifications

Pages	Used Year, Make, Model, Trim Page (YMMT)
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

KBB Used to CPO Upsell

Deliverable Specifications

YEAR, MAKE, MODEL COPY:

- 27 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 24 characters max, including spaces
- Featured Model CTA Default copy: Find the Best Price
- Line Up CTA Default copy: Explore All Inventory

DISCLAIMER COPY (Required):

- 1000 characters max, including spaces; must include OEM terms and conditions, CPO APR, Term, payment details, eligibility information, qualification requirements, etc.

IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 301×132 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Line Up: High resolution 417×145 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

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

