

Pricing



Dealer Home Service
We'll Bring This Vehicle to You.

Video Walkaround Test Drive at Home Local Home Delivery

[Search Available Vehicles](#)

[See Local Incentives in Your Area](#)

Advertisement

DESKTOP

Pricing Cars For Sale [See 61 Cars for Sale](#)

Valid for ZIP Code 44070 through 10/19/2022

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MOBILE

KBB.com's Advertising Specifications

Regional Text Link

Note: Custom Ad Solution

Last updated: February 8, 2023



Description

The Regional Text Link is a custom native ad solution that sits near the pricing meter on the New/Used Car Year, Make, Model, Trim page. It is regionally served as a T2 prioritized product offering; however, it can serve nationally as well.

Media Specifications

Pages	New/Used Year, Make, Model, Trim Page (YMMT)
Duration	1 month
Share of Voice	CAMP 360
Geography	DMA National
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

Regional Text Link

Deliverable Specifications

COPY:

- 40 characters max, including spaces
- Default copy: See local incentives in your area

TAGS:

- One impression tag
- One click tag: Redirects to OEM site

