



KBB.com's Advertising Specifications

# CPO Learning Center

**Note: Custom Ad Solution**

Last updated: May 11, 2023



# Description

The CPO Learning Center is a custom landing page that is a component of the Promoted Content product offering. The landing page features content that educates and informs shoppers about Certified Pre-Owned programs. Featured content includes CPO program details, CPO listings, lifestyle images and optional link to CPO KBB.com editorial content.

## Media Specifications

<b>Pages</b>	CPO Learning Center Landing Page
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	30 business days
<b>Device</b>	Desktop Mobile Tablet
<b>Dimensions</b>	Custom
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	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

# CPO Learning Center

### Deliverable Specifications

#### **CERTIFIED PRE-OWNED PROGRAM/CALL-TO-ACTION COPY:**

- 800 characters max, including spaces
- CTA Default copy: See CPO Listings; Redirects to internal KBB.com URL

#### **BULLET POINTS/CALL-TO-ACTION COPY:**

- 120 characters max, including spaces; six (6) bullet points max, one (1) bullet point min; disclaimers optional
- CTA: 20 characters max, including spaces; Default copy: Learn More

#### **CONTENT COPY/CALL-TO-ACTION (CTA) COPY (Optional):**

- 500 characters max, including spaces
- CTA: 20 characters max, including spaces

#### **CERTIFIED BY HEADER COPY (Optional):**

- 24 characters max, including spaces

#### **CERTIFIED BY COPY/CALL-TO-ACTION COPY:**

- 375 characters max, including spaces
- CTA: 20 characters max, including spaces; Default copy: Learn More

#### **IMAGE:**

- Hero Lifestyle Image: High resolution 1500×700 (Safe zone 800×320); layered PSD preferred, PNG or TIFF acceptable; or high resolution 1920×1080 PNG for internal resizing
- Inset Lifestyle Images: High resolution 720×480; layered PSD preferred, PNG or TIFF acceptable; or high resolution 1920×1080 PNG for internal resizing
- Min of three (3) images, max of five (5) images

#### **LOGO:**

- High resolution 110×50 on transparent background; layered PSD preferred, PNG or TIFF acceptable; or high resolution 1920×1080 PNG on transparent background for internal resizing

#### **VIDEO (Optional):**

- Client provided YouTube video URL

#### **TAGS:**

- One impression tag
- One click tag (Optional): Redirects to OEM CPO site



