DESKTOP/MOBILE

KBB.com's Advertising Specifications

Adaptive Ad Tile - Lifestyle

Note: Custom Ad Solution

Last updated: January 27, 2026

Description

The Adaptive Ad Tile – Lifestyle is a custom integrated placement prominently located in line with classified search results. It gives advertisers the opportunity to promote actionable messaging and influence shoppers. These ad placements are aligned with listings and garner the strong consumer engagement. Generate awareness for your vehicle or brand with the Adaptive Ad Tile – Lifestyle.

Media Specifications

Pages	Classified Search Results Page (SRP)
Duration	Any
Share of Voice	Sponsorship, Exclusive: 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

YEAR, MAKE, MODEL/HEADER COPY:

- 44 characters max, including spaces
- Header copy without reference to year, make, model is acceptable

SUB-HEADER COPY (Optional):

- 32 characters max, including spaces

BODY COPY:

- 146 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- 15 characters max, including spaces

DISCLAIMER COPY (Optional):

- Disclaimer Text: 21 characters max, including spaces
- Disclaimer CTA: 35 characters max, including spaces
- Disclaimer Copy: No character limit

IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 300×175 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle or line-up image: High resolution 300×175 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
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

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