

(Year) (Make) (Model)




**Horsepower**  
(Year) (Make) (Model) 292 hp  
vs  
(Year) (Make) (Model) 175 hp

[Learn More at KBB.com](#) [Learn More](#)

generocars.com **OEM BRAND**

(Year) (Make) (Model)



**KBB.com Editors - What We Like**

- Muscular performance
- Roomy interior
- Many customization options

[Learn More at KBB.com](#) [See Offers](#)

generocars.com **OEM BRAND**

728x90

(Year) (Make) (Model)



**Horsepower**  
(Year) (Make) (Model) 292 hp  
vs  
(Year) (Make) (Model) 175 hp

[Learn More on KBB.com](#) [Learn More](#) **OEM BRAND**

generocars.com

300x250

(Year) (Make) (Model)




**KBB.com Editors - Teaser**

The Genero SUV is a true all-around family hauler. It's a true SUV with multiple seating options.

[Learn More on KBB.com](#) [See Offers](#) **OEM BRAND**

generocars.com

(Year) (Make) (Model)



**Horsepower**  
(Year) (Make) (Model) 292 hp  
vs  
(Year) (Make) (Model) 175 hp

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**OEM BRAND**

[Learn More](#)

generocars.com

300x600

Autotrader.com's Advertising Specifications

# Dynamic Creative - Smart Compare

Note: Custom Ad Solution

Last updated: January 23, 2024

# Description

A customizable native creative with dynamic elements that compares the sponsored model to the user's searched competitor vehicle on KBB.com pages and only displays the sponsored model's winning data points\*, including KBB Expert Rating, Horsepower, Fuel Economy/Electric Range, Towing/Payload Capacity plus more. \*Based on comparison outcomes.

# Media Specifications

<b>Pages</b>	All pages with applicable IAB size(s)
<b>Duration</b>	Any
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimensions</b>	728×90 300×250 300×600
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	Maximum of three (3) messaging versions at launch. Optimizations and/or revisions to creative allowed at 45 days post launch.  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

# Dynamic Creative - Smart Compare

## Deliverable Specifications

### CALL-TO-ACTION (CTA) COPY:

- 20 characters max, including spaces

### VEHICLE IMAGE:

- 300×250 – MREC  
Jelly Image: 3/4 left-facing preferred, high resolution 260×90 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- 728×90 – Leaderboard  
Jelly Image: 3/4 left-facing preferred, high resolution 170×78 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- 300×600 – Half page  
Jelly Image: 3/4 left-facing preferred, high resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

### LOGO:

- High resolution 96×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

### OEM STATIC BANNER (Optional):

- PNG, JPG
- 300×250 – 150KB max file size
- 728×90 – 100KB max file size
- 300×600 – 250KB max file size

### CUSTOMIZATION OPTIONS:

- Vehicle Image
- Logo Image
- Call-To-Action (CTA) Message
- Call-To-Action (CTA) Color (Default Hex: #006BC2 Blue)
- Call-To-Action (CTA) Font Color (Default Hex: #FFFFFF White)

### TAGS:

- One impression tag
- Up to two click tags: Redirect to OEM site; logo and CTA
- One click tracker (Optional): Tracks internal KBB.com URL

