

(Year) (Make) (Model)




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

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



generocars.com

(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

728x90

(Year) (Make) (Model)




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

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

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](#) 


generocars.com



(Year) (Make) (Model)



Horsepower

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

Learn More at KBB.com 

 [Learn More](#) 

generocars.com

300x600

KBB.com's Advertising Specifications

Dynamic Creative – Smart Compare

Note: Custom Ad Solution

Last updated: July 25, 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

| | |
|--------------------------|---|
| Pages | All pages with applicable IAB size(s) |
| 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 | 728×90 300×250 300×600 |
| Frequency Capping | No frequency capping |
| Additional Notes | 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:

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

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
- 728×90 – 100KB max file size
- 300×250 – 150KB 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

