



KBB.com's Advertising Specifications

# Enhanced From the Manufacturer

Note: Custom Ad Solution

Last updated: February 8, 2023



# Description

Merchandise the KBB.com shopping experience by integrating brand messaging and imagery right into the research experience with the Enhanced From the Manufacturer. Highlight unique model features in different tabs and showcase more robust brand imagery and a video asset on the Year, Make, Model page.

## Media Specifications

<b>Pages</b>	New/Used Year, Make, Model Page (YMM)
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<b>Geography</b>	National
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	7 business days
<b>Device</b>	Desktop Tablet Mobile
<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

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## Deliverable Specifications

### TABS:

- One (1) tab min, four (4) tabs max

### TAB CATEGORY OPTIONS:

- Custom — 11 characters max, including spaces
- Overview
- Exterior
- Interior
- Performance
- Features
- Comfort
- Design
- Technology
- Innovation
- Versatility
- Safety
- Capability
- Value

### YEAR, MAKE, MODEL COPY:

- 48 characters max, including spaces

### HEADER COPY:

- 44 characters max, including spaces

### COPY:

- 300 characters max, including spaces

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

- 20 characters max, including spaces

### TAB IMAGE:

- Lifestyle and Interior/Exterior Images: High resolution 640×480 JPG, 16:9 aspect ratio; or high resolution 1920×1080 JPG for internal resizing

### BACKGROUND IMAGE:



- Lifestyle Image: 1024×768, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

**VIDEO (Optional):**

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 1GB max file size
- Specify tab to feature video. Default: Tab 1

**TAGS:**

- One impression tag
- One click tag for each CTA: Redirects to OEM site

