



300x600

KBB.com's Advertising Specifications

# Half Page 300x600

**Note: Standard IAB**

Last updated: May 11, 2023



# Description

The Half Page 300x600 is a third party standard IAB ad that provides a large and prominent on page brand message.

## Media Specifications

|                          |   |
|--------------------------|---|
| <b>Pages</b>             | All pages with applicable IAB size  |
| <b>Duration</b>          | Any   |
| <b>Share of Voice</b>    | CAMP 360  |
| <b>Geography</b>         | DMA<br>National   |
| <b>Ad Serving</b>        | Third Party   |
| <b>Lead Time</b>         | 3 business days   |
| <b>Device</b>            | Desktop<br>Tablet   |
| <b>Dimensions</b>        | 300x600   |
| <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

# Half Page 300x600

## Deliverable Specifications

### STATIC BANNER OPTION:

- PNG, JPG
- 250KB max file size

### RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max
- Initial load: 250KB max file size
- Sub-load: 500KB max file size

### VIDEO:

- Length of video: Up to 15 seconds
- 1.1MB max file size
- User initiated audio and video required
- Stop, start and mute/volume controls required

### TAGS:

- Third party ad tag

