

2024 KBB.com Blue Book Award Winner

(Year) (Make) (Model)

**(Year) Brand Image Award Winner - Genero**

Learn more



OEM BRAND


2024 KBB.com Blue Book Award Winner

(Year) (Make) (Model)

**"Its resale value is off the charts."**

KBB.com Editors

Read more




OEM BRAND

300x250 Lifestyle

More than meets the heart.

**Not just a tradition, a way of life. Genero.**



Build & Price

Important Information

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on generocars.com



Important Information

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KBB.com's Advertising Specifications

# KBB Award Carousel

Note: Custom Ad Solution

Last updated: August 12, 2024



# Description

Influence car shoppers with a tout of OEM's brand wins for KBB.com's Brand Image, Best Resale Value, Best Buy, and 5 Year Cost to Own Awards in this three panel carousel creative. The first panel showcases the KBB Award, the second panel leverages content from KBB.com Editors, while the third panel showcases OEM messaging with a lifestyle image or KBB.com native styling.

# Media Specifications

<b>Pages</b>	All pages with applicable IAB size
<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>	10 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Dimensions</b>	300x250
<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

# KBB Award Carousel

## Deliverable Specifications

### HEADER COPY:

- Panel 1 & 2: Year/Make/Model; 25 characters max, including spaces
- Panel 3: 25 characters max, including spaces

### PANEL COPY:

- Panel 1: KBB Award Year/Name; Brand/Model winner; 46 characters max, including spaces
- Panel 2: KBB.com Editors quote; 46 characters max, including spaces and quotation punctuation (Cox Automotive will provide quote options for selection)
- Panel 3: 46 characters max, including spaces

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

- Panel 3 only
- 14 characters max, including spaces
- Call-To-Action (CTA) Color (Optional); (Default Hex: #1E2F53 Blue)

### DISCLAIMER COPY (Optional):

- Panel 3 only
- Disclaimer CTA Text: 20 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

### IMAGE:

- Panel 1 & 2  
Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Panel 3  
Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing for native version  
Lifestyle Image: 300×185 high resolution JPG; or high resolution 1920×1080 JPG for internal resizing for lifestyle version

### LOGO:

- High resolution 105×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds)

### TAGS:

- One impression tag
- Multiple click tags: Logo, panel 3 Call-To-Action (CTA): Redirects to OEM site; panel 1 and panel 2 Call-To-Action (CTA): Redirects to internal KBB.com editorial URL, provided by Cox Automotive



- Up to two click trackers (Optional): Tracks KBB.com internal redirect

