


2023  
KBB  
BLUE BOOK  
5Y Cost to Own Award




OEM BRAND

**Other Shoppers Are  
Considering These Award-Winning  
(Make) Models**

Midsized SUV

**(Year) (Make)  
(Model)**




See the Winners

Shop Now [↗](#)

Fullsize Truck

**(Year) (Make)  
(Model)**




See the Winners

Learn More [↗](#)

Luxury Sedan

**(Year) (Make)  
(Model)**



See the Winners

Build & Price [↗](#)

[Important Information](#)

**300x600**

KBB.com's Advertising Specifications

# KBB Award Tower 300x600

**Note: Custom Ad Solution**

Last updated: January 5, 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. The KBB Award Tower 300x600 features KBB.com's award badge and showcases the winning model(s) by leveraging content from KBB.com Editors.

# 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>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<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

# KBB Award Tower 300x600

### Deliverable Specifications

#### YEAR, MAKE, MODEL COPY:

- 44 characters max, including spaces

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

- 18 characters max, including spaces
- KBB.com CTA Default copy: See the Winners
- OEM CTA Default copy: Shop Now

#### DISCLAIMER COPY (Optional):

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

#### IMAGE:

- 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

#### 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
- One click tag for each OEM CTA: Redirects to OEM site
- Up to three click trackers (Optional): Tracks KBB.com internal redirect(s)

