

The All-New OEM Motorcycle  
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**OEM**  
MOTORCYCLE  
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728x90

KBB.com's Advertising Specifications

# Leaderboard (Cycle)

**Note: Standard Ad Solution**

Last updated: September 15, 2023



# Description

The Leaderboard is a third party standard IAB ad that appears on Motorcycle pages designed to create broad brand awareness.

## Media Specifications

<b>Pages</b>	All Motorcycle 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>	Third Party
<b>Lead Time</b>	3 business days
<b>Device</b>	Desktop Tablet
<b>Dimensions</b>	728×90
<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

# Leaderboard (Cycle)

## Deliverable Specifications

### STATIC BANNER OPTION:

- PNG, JPG
- 100KB max file size

### RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max total animation
- Initial load: 100KB max file size
- Sub-load: 200KB max file size

### VIDEO:

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

### TAGS:

- Third party ad tag

