

Kelley Blue Book
Car Reviews

Home | Car Values | Cars for Sale | Car Reviews | Car Repair | Research Tools

Search: (Make) (Model) \$27,595 EXPLORE

Car Reviews

Select a Vehicle
Get the straight story from our experts and real-world feedback from consumers like you.

Year: [dropdown] Make: [dropdown] Model: [dropdown] MPG: 44-49 | Get Reviews

Shop Best Cars

- Best Cars
- Best SUVs
- Best Trucks
- Best Minivans
- Best CUVs
- Best Hybrids

More Standouts

- Best Hybrid SUVs
- Best Electric SUVs
- Best Compact SUVs
- Best 3-Row SUVs
- Best Minivan SUVs
- Best Fuel-Efficient SUVs

New Car Price Quote
Get the best deal on a new car! Compare prices from three local dealers.

Make: [dropdown] Model: [dropdown] Year: [dropdown] | Find Dealers

728x90 – Standard

Search by Make, Model, Body Style or Keyword

All Home Services

- Video Walkaround (13,371)
- Test Drive (24,478)
- Online Payment (5,797)
- Delivery (26,107)
- Buy Online (322)

Cylinders

Features

Interior Color

Make

Price Rating

Deals

Seller Type

My wallet
See payments tailored to you, estimated loan rates, and budget tools to customize your shopping experience.

Calculate Payment

2020+ 100K Very Good (700 - 730) Set a Budget 20% Add a vehicle

Inline: (Make) (Model) \$27,595 EXPLORE

Newly Listed
Used 2015 Chrysler 200 Limited
\$1,084 miles
See estimated payment

Newly Listed
Used 2018 Kia Niro EX
\$1,360 miles
See estimated payment

Newly Listed
Used 2020 Honda Accord Sport
\$1,204 miles
See estimated payment

728x90 – Inline/Locked

KBB.com's Advertising Specifications

Leaderboard

Note: Standard Ad Solution

Last updated: May 11, 2023



Description

The Leaderboard is a third party standard IAB ad that appears throughout the site. High impact positions include locked as the user scrolls, or in-between listings on the Cars for Sale Search Results Page.

Media Specifications

Pages	All pages with applicable IAB size
Duration	Any
Share of Voice	CAMP 360 Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA National
Ad Serving	Third Party
Lead Time	3 business days
Device	Desktop Tablet
Dimensions	728×90
Frequency Capping	No frequency capping
Additional Notes	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

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
- Stop, start and mute/volume controls required

TAGS:

- Third party ad tag

