



300x100

KBB.com's Advertising Specifications

Mobile 300x100

Note: Standard IAB

Last updated: February 8, 2023



Description

The Mobile 300×100 is a third party standard IAB ad that appears on the new, used and owners path for mobile devices.

Media Specifications

Pages	New Car Path Pages Used Car Path Pages Owners Path Pages
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Third Party
Lead Time	3 business days
Device	Mobile
Dimensions	300×100
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

Mobile 300x100

Deliverable Specifications

STATIC BANNER OPTION:

- PNG, JPG
- 50KB max file size

RICH MEDIA BANNER OPTION:

- HTML5, JavaScript
- Animation: 3 loops max; 15 seconds max total animation
- Initial load: 50KB max file size
- Sub-load: 100KB max file size

TAGS:

- Third party ad tag

