

Pricing Cars For Sale 5 Year Cost to Own >

Dealer Home Service
We'll Bring This Vehicle to You.

Video Walkaround Test Drive at Home Local Home Delivery

Search Available Vehicles

GENERO SUPER SALES EVENT IS ON
 (Year) (Make) (Model)
MORE THAN JUST RUGGED GOOD LOOKS.
 MSRP starting at \$27,585
EXPLORE
 SEE DETAILS AT [OEMSITE].COM
 Advertisement

For Sale Near You

300x250

Next Steps: Shopping For This Car?

See Pricing

See Cars for Sale

GENERO SUPER SALES EVENT IS ON
 OEM BRAND
 (Year) (Make) (Model)
THE BEAUTY OF PERFORMANCE.
 MSRP starting at \$29,500
EXPLORE
 SEE DETAILS AT [OEMSITE].COM
 Advertisement

Reviews Cars For Sale Compare Specs >

See Pricing **See Cars for Sale**

300x600

KBB.com's Advertising Specifications

Mobile Parallax Add-on

Note: Custom Ad Solution

Last updated: February 29, 2024



Description

Enhance third party IAB creative by adding on an interactive and immersive creative template designed for mobile devices. In the mobile parallax add-on creative, as the user scrolls through site content the OEM medium rectangle creative is fully revealed. The mobile parallax add-on also offers the opportunity to add an OEM half page for enhanced exposure in full content pages. Customize the mobile parallax add-on experience with messaging above and below the third party creative.

Media Specifications

Pages	Category SLPs Editorial New/Used Year, Make, Model Page (YMM) New/Used Year, Make, Model, Trim Page (YMMT) Owners Year, Make, Model, Trim Page (YMMT)
Duration	Any
Share of Voice	Exclusive Sponsorship; 100% of impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Mobile
Dimensions	300x250
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.



Mobile Parallax Add-on

Deliverable Specifications

HEADER COPY (Optional):

- 32 characters max, including spaces

FOOTER COPY (Optional):

- 32 characters max, including spaces

TAGS:

- Third party ad tag – 300×250 JavaScript
- Third party ad tag (Optional) – 300×600 JavaScript

