







**Recommended in Your Area** OEM BRAND

<p>(Year) (Make) (Model) <b>4.6</b> ★★★★★ KBB.com Expert Rating</p>  <p><a href="#">Read more on kbb.com</a>   <a href="#">Shop Now</a></p>	<p>(Year) (Make) (Model) <b>4.3</b> ★★★★☆ KBB.com Expert Rating</p>  <p><a href="#">Read more on kbb.com</a>   <a href="#">Shop Now</a></p>	<p>(Year) (Make) (Model) <b>4.6</b> ★★★★★ KBB.com Expert Rating</p>  <p><a href="#">Read more on kbb.com</a>   <a href="#">Shop Now</a></p>
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DESKTOP SRP

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MOBILE SRP

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DESKTOP TOP MREC

Autotrader.com's Advertising Specifications

# Native Recommendation Module

Note: Custom Ad Solution

Last updated: August 22, 2024

## Description

Our innovative adaptive/responsive native ad unit is designed to elevate your brand's presence by showcasing three vehicles from your OEM lineup. This ad unit seamlessly integrates into the browsing experience, highlighting essential features that matter most to potential buyers:

- **KBB Expert Rating:** Build trust by displaying authoritative expert reviews.
- **MSRP:** Provide clear pricing information to attract budget-conscious shoppers.
- **Horsepower:** Emphasize performance specs to appeal to enthusiasts.
- **MPG/e:** Highlight fuel efficiency to cater to eco-conscious consumers.

This highly engaging ad unit targets loyal brand owners and upper funnel shoppers who are still in the decision-making phase. By presenting detailed and relevant information, it helps capture the attention of those exploring various models, increasing the likelihood of conversion. \*Serves in top MREC position, inline positions on SRP page.

## Media Specifications

<b>Pages</b>	New/Used Year, Make, Model Page (YMM) New/Used Year, Make, Model, Trim Page (YMMT) New Car Path Pages Used Car Path Pages Classified Search Results Page (SRP) Category SLPs Editorial
<b>Duration</b>	Any
<b>Share of Voice</b>	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>	Custom
<b>Frequency Capping</b>	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.

Serves in top MREC position, inline positions on SRP page.

## Detailed Specifications

# Native Recommendation Module

## Deliverable Specifications

### HIGHLIGHT FEATURE:

- KBB Expert Rating
- MSRP
- Horsepower
- MPG/e

### YEAR, MAKE, MODEL, TRIM:

- Default: Lowest priced

### HEADER:

- Default copy: Recommended in Your Area
- 27 characters max, including spaces

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

- Primary default copy: Read more
- Secondary
- 14 characters max, including spaces

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

- Primary: "on KBB.com" required for KBB Expert Rating
- Secondary
- 17 characters max, including spaces

### DISCLAIMER COPY (Optional):

- MSRP default copy: The MSRP, or Manufacturer's Suggested Retail Price, is the price set by the manufacturer. MSRP includes destination charges and minimum required equipment, but excludes service and handling fees and state and local tax, title, and license fees. MSRP is a reference point for negotiations, however dealers can choose to sell a vehicle above or below its listed MSRP.
- 1000 characters max, including spaces

### IMAGE:

- Jelly Image: Three (3), 3/4 left-facing preferred, high resolution 200×100 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

**LOGO:**

- High resolution 115×25 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
- Multiple click tags: Up to seven (7); logo, three (3) Primary Call-To-Action (CTA) redirects to OEM site or internal KBB.com editorial URL, provided by Cox Automotive, three (3) Secondary Call-To-Action (CTA) redirects to OEM site
- Click Up to three click trackers (Optional): KBB Expert Rating only; Tracks KBB.com internal redirect