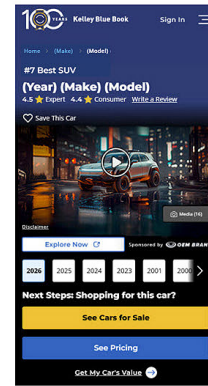


DESKTOP



MOBILE

KBB.com's Advertising Specifications

New Car Cinematic Marquee

Note: Custom Ad Solution

Last updated: April 28, 2026



Description

The New Car Cinematic Marquee ad unit is an attention-getting unit that creates a “wow” factor with a high visibility lifestyle marquee start/pause/end frame image that partners with a user-initiated video placement on the New Car Year, Make, Model page. Directly below the site’s primary navigation, the large canvas commands full attention while captivating and engaging the consumer.

Media Specifications

| | |
|--------------------------|---|
| Pages | New Year, Make, Model Page (YMM) |
| Duration | Any |
| Share of Voice | Exclusive Sponsorship; 100% of impressions |
| Geography | National |
| Ad Serving | Site served |
| Lead Time | 15 business days |
| Device | Desktop Tablet Mobile |
| Dimensions | Custom |
| 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

New Car Cinematic Marquee

Deliverable Specifications

CALL-TO-ACTION (CTA) COPY:

- 15 characters max, including spaces

OEM DISCLAIMER (Optional):

- 215 characters max, including spaces

IMAGE:

- Lifestyle Image: 1920×600 with safe area of 768×514 for desktop; 375×470 for mobile; high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

LOGO:

- Vertical: High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Horizontal: High resolution 90×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

VIDEO:

- Video file format: MP4 or MOV
- Length of video: Up to 15 seconds
- Aspect ratio: 25:5, 1920×655 preferred; or 16:9, 1920×1080, 16:9 video content will be cropped top and bottom
- Video content: Running video; no copy, no logo, no black bars, no letterboxing, no sound

TAGS:

- One impression tag
- One click tag for CTA: Redirects to OEM site

