



More Research Tools
(Year)(Make)(Model)





Build & Price [↗](#) Request A Quote [↗](#) 

See Inventory [↗](#) Local Offers [↗](#)

728x90

More Research Tools
(Year)(Make)(Model)





Build & Price [↗](#) Request A Quote [↗](#) 

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300x250

More Shopping Tools
Genero Tire Stores





Performance [↗](#) All-Terrain [↗](#) 

All-Season [↗](#) Locations [↗](#)

728x90

More Shopping Tools
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300x250

KBB.com's Advertising Specifications

Shopping Tools Module

Note: Custom Ad Solution

Last updated: February 8, 2023



Description

The Shopping Tools Module (STM) is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its native look and feel. This particular ad unit emphasizes the user’s natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions. The intent of the template options enable advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

Media Specifications

Pages	All pages with applicable IAB size(s)
Duration	Any
Share of Voice	CAMP 360
Geography	National DMA
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile - 300x250 only
Dimensions	728x90 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.



Detailed Specifications

Shopping Tools Module

Deliverable Specifications

HEADLINE COPY:

- Default copy: More Research Tools or More Shopping Tools
- Any headline change requires Ad Product approval
- 20 characters max, including spaces

YEAR, MAKE, MODEL/HEADER COPY:

- 30 characters max, including spaces
- Header copy without reference to year, make, model is acceptable

CALL-TO-ACTION (CTA) COPY:

- 15 characters max per CTA, including spaces; two (2) CTAs min, four (4) CTAs max

IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 175×85 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Lifestyle Image: 175×85, high-resolution, JPG; or high resolution 1920×1080 JPG for internal resizing

LOGO:

- High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

- One impression tag
- Multiple click tags: Vehicle image, logo and one for each Call-To-Action (CTA). All redirect to OEM or advertiser site

