


**5-Year Cost to Own Award Winner**  
(Year) (Make) (Model)



As a winner of the 5-Year Cost To Own Award from KBB.com, the (Year) Genero Deluxe is a great buy now and down the road.

[Read More](#)

Contact your local dealer for details. [Important info](#)



**DESKTOP**





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**MOBILE**

KBB.com's Advertising Specifications

# Simplified Native - Featured Content KBB Award

**Note: Custom Ad Solution**

Last updated: January 10, 2024



# Description

Influence car shoppers with a tout of OEM's brand wins for KBB.com's Brand Image, Best Resale Value, Best Buy, and 5 Year Cost to Own Awards. Target audiences across KBB.com with relevant messaging.

## Media Specifications

<b>Pages</b>	Homepage Category SLPs Year, Make, Model Page (YMM) Year, Make, Model, Trim Page (YMMT)
<b>Duration</b>	Any
<b>Share of Voice</b>	Exclusive Sponsorship; 100% of impressions 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
<b>Additional Notes</b>	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

# Simplified Native - Featured Content KBB Award

### Deliverable Specifications

#### YEAR, MAKE, MODEL/ HEADER COPY:

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

#### SUB-HEADER COPY (Optional):

- 32 characters max, including spaces

#### BODY COPY:

- 146 characters max, including spaces

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

- 16 characters max, including spaces

#### DISCLAIMER COPY (Optional):

- Disclaimer Text: 45 characters max, including spaces
- Disclaimer CTA: 16 characters max, including spaces
- Disclaimer Overlay Header: 21 characters max, including spaces
- Disclaimer Overlay Text: 1000 characters max, including spaces

#### IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 940×536 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

#### LOGO:

- Vertical: High resolution 210×120 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)
- Horizontal: High resolution 270×105 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing; Positive logo (for use on light backgrounds) and Negative logo (for use on dark backgrounds)

#### TAGS:



- One impression tag
- One click tag: Redirects to OEM or advertiser site
- One click tracker (Optional): Tracks KBB.com internal redirect

