


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

Pages	Homepage Category SLPs Year, Make, Model Page (YMM) 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	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

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

