

KBB.com's Advertising Specifications

# Smartphone 300x50, 320x50 and 300x250

**Note: Standard IAB**

Last updated: February 8, 2023



# Description

KBB Mobile puts your brand in the hands of millions of on-the-go in-market car shoppers.

Through our innovative suite of mobile ad products, your brand can target a rapidly growing, unique audience of car shoppers with timely, relevant, optimized messages – engaging buyers at their most critical decision points.

Options include run of mobile as well as refined category targeting.

Advertisers also have the opportunity to upgrade to the larger 300 x 250 Medium Rectangle (MREC) for even greater impact.

# Media Specifications

<b>Pages</b>	Run of Mobile Applicable Category Pages
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party Site served
<b>Lead Time</b>	10 business days
<b>Device</b>	Mobile
<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

# Smartphone 300x50, 320x50, and 300x250

## Deliverable Specifications

### STATIC BANNER

- 300 x 50 | 320x50
- PNG, JPG, GIF (non-animated)
- 12KB max file size

### RICH MEDIA BANNER

- 300 x 50
- HTML5, JavaScript, GIF
- **Animation:** 15 seconds max
- **Initial load:** 50KB max file size
- **Sub-load:** 100KB max file size
- We recommend a minimum font size of 8pt (11px) – 16pt (21px) for submitted creative



Detailed Specifications

# Medium Rectangle (MREC) Premium Upgrade

## STATIC MEDIUM RECTANGLE

- 300 x 250
- PNG, JPG, GIF (non-animated)
- 25KB max file size

**Note:** MREC will not be served in position 1 at the top of the page.

