

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

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

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.

