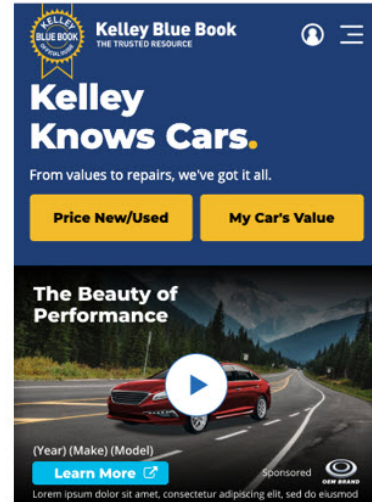


**Shop Smart - Step by Step** Let Kelley Help You Shop Like A Pro.

- 1 Start with Your Current Car**  
Get an estimated value or a fixed offer to buy your car.
- 2 Shop for Your Next Car**  
Find the perfect car and see what you should pay.
- 3 Get Smart About Loans**  
Top 5 facts on car financing from the KBB.com experts.
- 4 Check Insurance Rates**  
New car? Make sure you don't overpay on insurance.

DESKTOP



**Shop Smart - Step by Step**

Let Kelley Help You Shop Like A Pro.

MOBILE

KBB.com's Advertising Specifications

# SuperHero - OEM Video

**Note: Custom Ad Solution**

Last updated: May 10, 2023



# Description

The SuperHero ad unit is an attention-getting unit that creates a “wow” factor with its persistent presence and high visibility placement on the Homepage and Car Values, Car Prices, and Car Research Landing Pages. The ad unit remains in a persistent location directly below the site’s primary navigation. It appears full size on page load and remains expanded. The large canvas commands full attention while captivating and engaging the consumer with your brand message. Generate awareness among shoppers while leveraging video assets to create a deeper experience on KBB.com that invites users to enjoy your rich content or quickly get additional information.

# Media Specifications

<b>Pages</b>	Homepage Car Values Landing Page Car Prices Landing Page Car Research Landing Page
<b>Duration</b>	1 week (Wed-Tue)
<b>Share of Voice</b>	CAMP 360 Exclusive Sponsorship; 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	10 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

# SuperHero - OEM Video

## Deliverable Specifications

### HEADER COPY (Optional):

- 40 characters max, including spaces

### YEAR, MAKE, MODEL COPY (Optional):

- 28 characters max, including spaces

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

- 16 characters max, including spaces. Hex codes for CTA button color and text color can be provided

### DISCLAIMER COPY (Optional):

- Disclaimer: 70 characters max, including spaces
- Disclaimer CTA Text: 16 characters max, including spaces. (Launches disclaimer overlay)
- Disclaimer Overlay Text: 1000 characters max, including spaces

### IMAGE:

- Lifestyle Image: High resolution 1300×400 (Safe zone 360×140); layered PSD preferred, JPG, PNG, or TIFF acceptable

### 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)

### VIDEO:

- Video file format: MP4 or MOV
- Length of video: Up to 30 seconds
- 16:9 Aspect Ratio: 960×540 min, 1920×1080 max
- 15 second video: 1MB max
- 30 second video: 3MB max

### TAGS:

- One impression tag
- One click tag: Redirects to OEM site
- One click tracker (Optional): Tracks video



