



Trade in Your Old Vehicle for a New  
**(Year) (Make)**  
**(Model)**



And pay just  
**\$XX,XXX**  
 or  
**\$XXX**  
 per month



[Explore \(Model\) ↗](#)  
on OEMbrand.com

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**Calculation based on:**

(Year) (Model) MSRP ⓘ **\$XX,XXX**

Your Estimated Trade-In Value ⓘ   
Based on certain conditions ⓘ

Down Payment

Loan Term  ▼

Interest Rate ⓘ  ▼  
For well-qualified buyers with excellent credit.



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**Your Potential Net Cost: \$XX,XXX.XX**

**Your Potential Monthly Payment: \$XXX.XX**

DESKTOP 300x600

Trade in Your Old Vehicle for a New  
**(Year) (Make)**  
**(Model)**

(Year) (Model) MSRP ⓘ **\$XX,XXX**

Your Estimated Trade-In Value **\$X,XXX**  
Based on certain conditions ⓘ

**Your Potential Net Cost: \$XX,XXX**

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MOBILE 300x250

KBB.com's Advertising Specifications

# Trade-In Calculator

**Note: Custom Ad Solution**

Last updated: February 8, 2023



# Description

Leverage competitive Native trade-in creative to intercept shoppers known to be in-market with a vehicle to trade. The Trade-In Calculator will calculate the potential net cost for a new vehicle using MSRP less the KBB estimated trade-in value\* based on vehicle condition or owner determined value, down payment, loan term, and interest rate. \*Not available in all states.

# Media Specifications

<b>Pages</b>	Owners Year, Make, Model, Trim Page (YMMT)
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile - 300x250 only
<b>Dimensions</b>	300x600 300x250
<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

# Trade-In Calculator

### Deliverable Specifications

#### YEAR, MAKE, MODEL COPY:

- 36 characters max, including spaces; 2 lines max

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

- Primary CTA: 30 characters max, including spaces
- OEM site CTA: 19 characters max, including spaces. OEM website name without "https://www." and ".com"

#### MSRP (Required):

- Numerical value. MSRP must match vehicle image

#### MSRP LEGAL COPY (Required):

- No character limit. If OEM disclaimer copy not provided, default copy is "Shown with optional features. Not all optional features available in all trims. Some features may vary"

#### VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 170×80 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

#### LOGO:

- Vertical: High resolution 70×40 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing
- Horizontal: High resolution 95×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

#### TAGS:

- One impression tag
- One click tag: Redirects to OEM site

