


## Cars You May Like

We've rounded up cars that could be your perfect match.



**OEM BRAND**  
CERTIFIED PRE-OWNED

**Certified (Year)  
(Make)  
(Model)**




**\$XX,XXX**

Mileage: XX,XXXX

XXXX miles away

**OEM BRAND**  
CERTIFIED PRE-OWNED

**Certi  
(Mak  
(Mod**



**\$X**

Mileage: X

XXXX mile

[Browse All Listings](#) →



KBB.com's Advertising Specifications

# CPO Listings Module

**Note: Custom Ad Solution**

Last updated: May 11, 2020



## Related Solution(s)

- CPO Retention/Conquest
- CPO Retention
- Master 2020 Ad Solutions Glossary - National
- Certified Pre-Owned (CPO) Listings Module



# Description

The **Certified Pre-Owned (CPO) Listings Module** provides OEMs with a unique marketing opportunity along the Used Car and CPO path pages to promote their Certified Pre-Owned vehicles/program.

When listings are available, the Certified Pre-Owned Listings Module presents three models for consideration. The module carousels allowing the user to view more vehicles. A prominent call-to-action button clicks through to the OEM's Classifieds page on KBB.

If listings are not available, different creative appears that reinforces the brand's CPO program and calls out three competitive advantages that differentiate the program from competitors. This version also has a button that clicks-through to the OEM's Classifieds page.

# Media Specifications

<b>Pages</b>	CPO Path Pages Used
<b>Duration</b>	1 month
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional Third Party
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Frequency capping details</b>	For direct buys, frequency capping is <i>unavailable</i>
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></p> <p>The new guidance creates a more positive user experience by maximizing page load performance. This should also improve the performance of the ad. In addition to new initial load and sub-load max weights, the LEAN guidance dictates the following:</p> <ul style="list-style-type: none"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul>




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**Certified (Year)  
(Make)  
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OEM BRAND  
CERTIFIED PRE-OWNED

**Certified (Year)  
(Make)  
(Model)**



**\$XX,XXX**

Mileage: XX,XXXX  
XXXX miles away

[Browse All Listings](#) →

### Detailed Specifications

# CPO Module - Desktop

#### LOGO

- 80 x 30
- 35KB max file size

#### COPY

- 82 characters max per line (including spaces); 2 lines max

#### VEHICLE IMAGE

Desktop

- 280 x 90
- 40KB max file size
- GIF, JPG, PNG

#### LEGAL (optional)

- 82 characters max per line (including spaces); 2 lines max

#### BULLET COPY (3 maximum)

- 30 characters max per line (including spaces); 2 lines max




# Certified Pre-Owned Near 92701

Mercedes-Benz Certified Pre-Owned Vehicles

I


## Similar Mercedes-Benz CPO Vehicles Near You

[Go to Listings](#)



- Unlimited Mileage Warranty<sup>1</sup>
- 165-Point Inspection
- 24/7 Roadside Assistance

<sup>1</sup>See your authorized Mercedes-Benz dealer for complete details and limitations on Certified Pre-Owned Warranties.

Sponsored by 

This renders if there aren't any CPO model listings within 75 miles of the user's zip code.

Detailed Specifications



# CPO Listings Module - Mobile

## LOGO

- 80 x 30
- 35KB max file size

## COPY

- 82 characters max per line (including spaces); 2 lines max

## Vehicle Image

Mobile

- 115 x 86
- 40KB max file size
- GIF, JPG, PNG

## LEGAL (optional)

- 82 characters max per line (including spaces); 2 lines max

## BULLET COPY (3 maximum)

- 30 characters max per line (including spaces); 2 lines max

## Mobile Back-up Image



# Certified Pre-Owned Near 92701

Mercedes-Benz Certified Pre-Owned Vehicles

## Similar Mercedes-Benz CPO Vehicles Near You

[Go to Listings](#)



- Unlimited Mileage Warranty<sup>1</sup>
- 165-Point Inspection
- 24/7 Roadside Assistance

<sup>1</sup>See your authorized Mercedes-Benz dealer for complete details and limitations on Certified Pre-Owned Warranties.

Sponsored by



This renders if there aren't any CPO model listings within 75 miles of the user's zip code.



# Ad Operations

<b>Ad Serving</b>	Site-served Third Party
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	<p>No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB.</p> <p>Advertiser and/or agency is expressly prohibited from collecting any data from KBB.com, including website data and user behavioral data, without the prior written consent of KBB.</p> <p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Ad Unit Portfolio</a>.</p>

## Creative

### Dimensions

- Custom
- 540x250
- 300x250

### File Format

- Refer to media specification details

## Deliverables

- click tracking tags (optional)
- copy
- impression tracking tag (optional)
- legal text (optional)
- logo
- vehicle image

