

Q New Car Spotlight

(Year) (Make) (Model)
 More than just rugged good looks.
[See more >](#)

2015 Chevrolet Malibu
 Malibu offers an Impressive EPS-est. 33 mpg highway.
[See more >](#)

The 2015 Volkswagen Beetle
 Still turns heads. Just faster.
[See more >](#)

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[Why ads?](#)



KBB.com's Advertising Specifications



Programmatic Google Native Spotlight

Note: Custom Ad Solution

Last updated: April 23, 2020




Description

Our Spotlight offering lets you capture attention and influence shoppers early in the process. As Spotlights can link directly to your OEM website, this ad solution also helps to educate car buyers on your entire line-up.




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Detailed Specifications

HTML
Native Spotlight

Detailed Specifications

HEADLINE

- 40 characters max per line (including spaces)

BODY COPY

minimum of 30 characters and a maximum of 45 characters including spaces; 2 lines maximum

CALL TO ACTION

- 22 characters max (including spaces)
- Default CTA: See more

VEHICLE IMAGE

- 120 x 60px
- 20KB max file size
- GIF, JPG, PNG

Note: 3/4 left facing vehicle image preferred



Creative

Dimensions

- 300x100

Deliverables

- Vehicle Image
- Headline
- Body Copy
- Call to Action Copy
- Click tag
- Optional Third-Party Ad Tags

