



KBB.com's Advertising Specifications

Programmatic Video: Sponsored Content Module

Note: Programmatic Ad Solution

Last updated: August 5, 2019

Related Solution(s)

- Programmatic: Private Auction



Description

COX Automotive offers a turnkey video ad solutions that provides advertisers the ultimate flexibility in posting their creative assets live. Unlike more traditional types of online advertising (such as display or search), consumers have a higher propensity to interact with video ads. 85% of people say they want to consume more video from brands willing to offer it to them (source: [Hubspot.](#))

Media Specifications

Pages	Run of Video: Entire Site
Duration	Any
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	Real time
Video Requirements	<p>Image:</p> <ul style="list-style-type: none">• minimum size: 1200x627px• maximum width/height: 2000px• aspect ratio: 1.91:1 <p>Headline:</p> <ul style="list-style-type: none">• Short: 25 characters (may truncate after)• Long: 50 characters <p>Caption:</p> <ul style="list-style-type: none">• Short: 90 characters (may truncate after)• Long: 150 characters <p>Landing Page URL:</p> <ul style="list-style-type: none">• Provide a page you wish to drive traffic to <p>Logo:</p> <ul style="list-style-type: none">• Format: JPEG/transparent PNG recommended• Size: 100x100px to 2000px (Max 1200 KB) <p>Tracking Pixel (optional):</p> <ul style="list-style-type: none">• Please provide impression tracking when uploading <p>Third Party Trackers (optional):</p> <ul style="list-style-type: none">• All third party trackers are accepted as long as they are a 1x1 image tag



Creative Assets	<ul style="list-style-type: none"><input type="checkbox"/> Video<input type="checkbox"/> Logo<input type="checkbox"/> Headline and Caption<input type="checkbox"/> Click-through URL
Volume	<ul style="list-style-type: none">• Will begin playing muted. Volume will only activate when users initiated.• If subtitles are required, they should be hardcoded on the video.
Video Playback	<p>The video player starts playing when 50% or more of the video pixels are in view and then continues to play.</p>





Detailed Specifications

Programmatic Native Smartphone 300x250 Video

HEADLINE

20 characters max (including spaces)

SUBHEAD

30 characters max (including spaces)

NOTE

Standard assets may be used, but for maximum effectiveness we highly recommend using retina images.

MAIN IMAGE

- 298 x 130 (retina)
35KB max file size
GIF, JPG, PNG

CTA

- 20 characters max (including spaces)



Deliverables

- Hero Image
- Header Text
- Subhead Text
- CTA Text
- Link list
- Impression tracking tags (optional)
- Click-tracking tags (optional)
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All creative is subject to Kelley Blue Book approval.

