

KBB.com's Advertising Specifications

# Billboard

**Note:** Custom Ad Solution



## Related Solution(s)

- Early Intender Sponsorship Package
- Certified Pre-Owned (CPO) Sponsorship
- Master 2019 Ad Solutions Glossary - National
- Billboard > 2019
- Owners Homepage Takeover > National > 2019



# Description

The **Billboard** ad unit is an attention-getting unit creates a “wow” factor with customized rich-media animations.

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 until the user closes it, if they choose to do so.

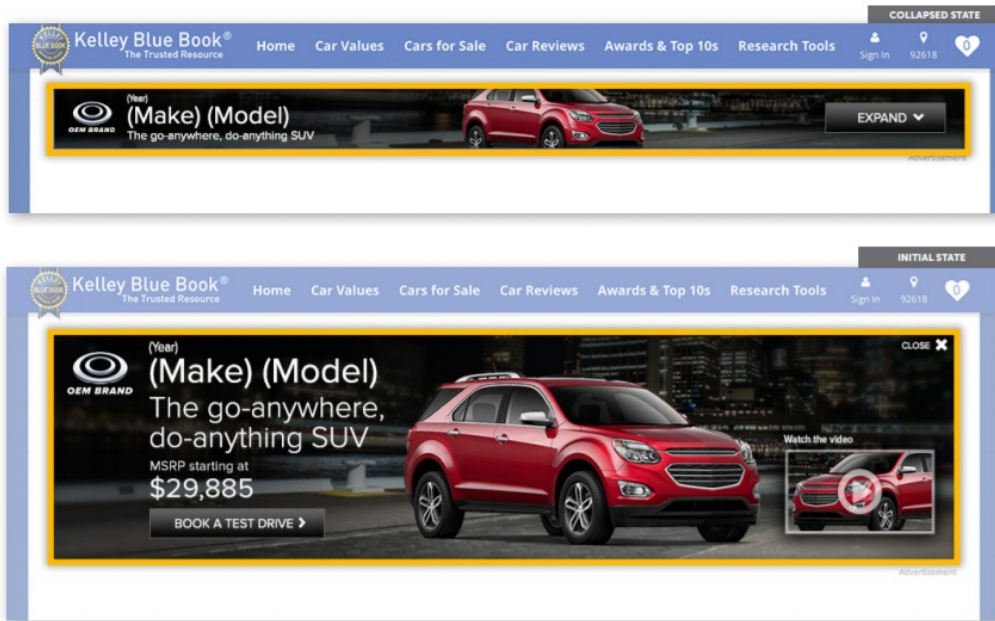
This large canvas commands full attention while captivating and engaging the consumer with your brand message.

Note: Billboard does not serve on the homepage. For homepage, the ad solutions will be the Homepage Hero.

## Media Specifications

<b>Duration</b>	1 month
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet
<b>Frequency Capping Details</b>	<ul style="list-style-type: none"><li>• For direct buys, frequency capping is <i>unavailable</i></li><li>• Through <b>programmatic</b> buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types</li></ul>
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Standard 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>





#### Detailed Specifications

# Billboard Expanded and Collapsed States

## CREATIVE EXPANDED

- 970 x 250
- Initial load: 250KB max file size; should include all supporting files
- Host-Initiated Subload: 500KB max file size
- Animation: 7 seconds, max 3 loops
- File format: HTML5, GIF, JPG, PNG
- Collapsing: Collapse button must be present and clearly defined at all times in the upper right hand corner.

## CREATIVE COLLAPSED

- 970 x 66

## ALTERNATE IMAGE

- 970 x 66
- 40KB max file size
- GIF, JPG, PNG

## VIDEO

- Format: MP4, and WebM
- Host-Initiated Auto Play:
- Max duration: 15 seconds
- Max file size: 1.1MB
- User-Initiated Play:
- Recommended duration: Unlimited
- Max file size: 10MB
- File quality: Recommended 24 fps minimum

**Note:** Video must contain toggles to Play/Pause, Audio On/Off and include a progress bar. Audio is user-initiated; default state is muted. Video/animation/audio should cease once pause or stop has been clicked. All animation/audio should stop upon exit click. Limit your

## FILE TYPES

- 1 HTML file
- 1 Javascript file
- 1 CSS file

**Note:** No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB. 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.



# Ad Operations

<b>Ad Serving</b>	Site-served  <i>Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found <a href="#">here</a>.</i>
<b>Lead Time</b>	10 business days
<b>Additional Notes</b>	No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB. 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.

## Creative

### Dimensions

- 970x250

## Deliverables

- click tag
- impression tag
- video files
- Backup Image
- Tracking tags for site-serving

