

KBB.com's Advertising Specifications

Cars for Sale Quick Links

Note: Custom Ad Solution

Last updated: November 5, 2018

Related Solution(s)

- Master 2020 Ad Solutions Glossary - National
- Quick Links &; National



Description

The **Cars for Sale Quick Links**, located on the Search by Make or Model tab on the Cars For Sale homepage, gives advertisers an integrated, high-traffic way to create an association between their brand/preferred model and the make/model selector, one of the most popular tools on KBB.com.

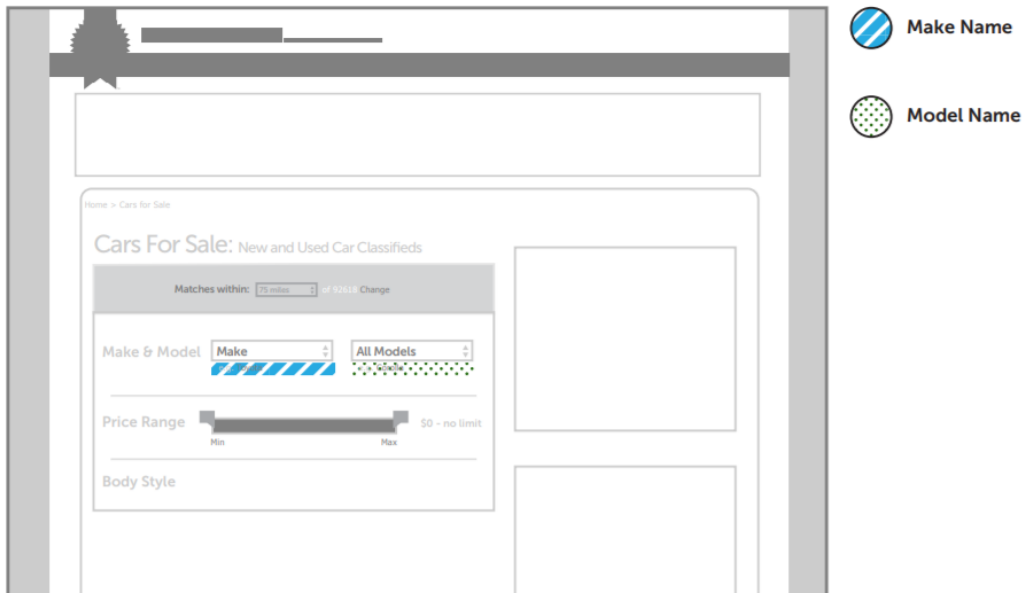
In doing so, KBB's millions of in-market shoppers get a subtle but powerful suggestion to "see the inventory" for that vehicle, helping to boost awareness and to fuel conversion to your brand and model on KBB.

The Make link takes the user to KBB's Model Overview page. The Model link takes the user to KBB's Vehicles for Sale page.

Media Specifications

| | |
|----------------------------------|--|
| Pages | Cars for Sale Homepage |
| Duration | 1 month |
| Share of Voice | Sponsorship, Exclusive: 100% of impressions |
| Geography | National |
| Ad Serving | Site-served, agency tracking tags optional |
| Lead Time | 10 business days |
| Frequency Capping Details | For direct buys, frequency capping is <i>unavailable</i> |
| LEAN Guidelines | <p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Standard Ad Unit Portfolio.</p> <p>Additional details</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">• Use lightweight file loads during initial load of the page• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load• Use sub-load for rendering ad experiences that require heavy file weights• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10• Make user initiation required for ad functionality that needs large file downloads |





Detailed Specifications

 **Classified Quick Links**

Content Specs:

Make

- Character Limit: 17
(Font-size: 12px; Color: #068acd;
Font-family: Tahoma; Font-weight: Normal)

Model

- Character Limit: 17
(Font-size: 12px; Color: #068acd;
Font-family: Tahoma; Font-weight: Normal)

As seen on KBB drop down list within the Vehicle Selection module.

Additional Notes:

- Make link to Model Overview page on KBB
- Model links to Vehicles for Sale page



Ad Operations

| | |
|-------------------------|--|
| Ad Serving | Site-served |
| Lead Time | 10 business days |
| Additional Notes | <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, including website data and user behavioral data, without the prior written consent of KBB.</p> |

Creative

Dimensions

- make: 17 characters max, model: 17 characters max

Deliverables

- click tracking tag
- impression tracking tag optional (link only)
- name of make
- name of model

