

## New Cars by

Category | Make | Price | Best Sellers  
Sponsored

SUV  
Crossover  
Sedan  
Truck  
Hatchback  
Convertible  
Luxury  
Hybrid  
Coupe  
Van/Minivan  
Electric  
Wagon

Advertisement  
Advertisement



KBB.com's Advertising Specifications

# Cars for Sale Thought Bubble

**Note: Custom Ad Solution**

Last updated: October 4, 2017

## Related Solution(s)

- Master 2019 Ad Solutions Glossary - National



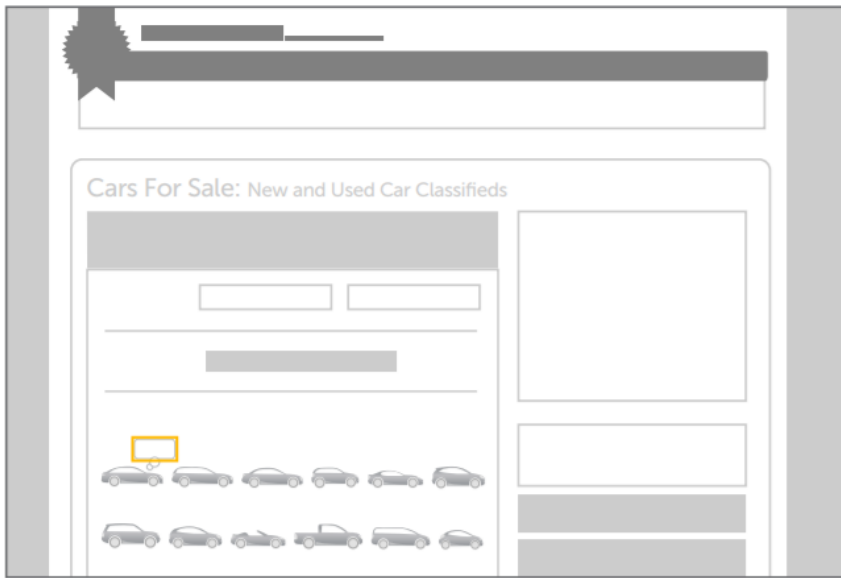
## Description


Let your brand “own” the vehicle category and be top-of-mind with consumers. KBB’s Thought Bubble sponsorship consists of a graphic “thought bubble” that contains an OEM logo, which hovers over a vehicle icon when category selections are present. Upon click, the thought bubble opens to a 330 x 195 overlay, which features your brand vehicle image of choice and the option to either browse KBB’s new car model page of the featured vehicle or move users to your own brand landing page.

## Media Specifications

<b>Pages</b>	Cars for Sale Homepage
<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
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet
<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 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>





 Overall Dimensions  
65 x 30

 Logo  
60 x 25

Detailed Specifications

# Cars for Sale Thought Bubble - Initial State

## OVERALL DIMENSIONS:

65 x 30

## FILE FORMAT:

GIF, JPG, PNG

## MAX FILE SIZE:

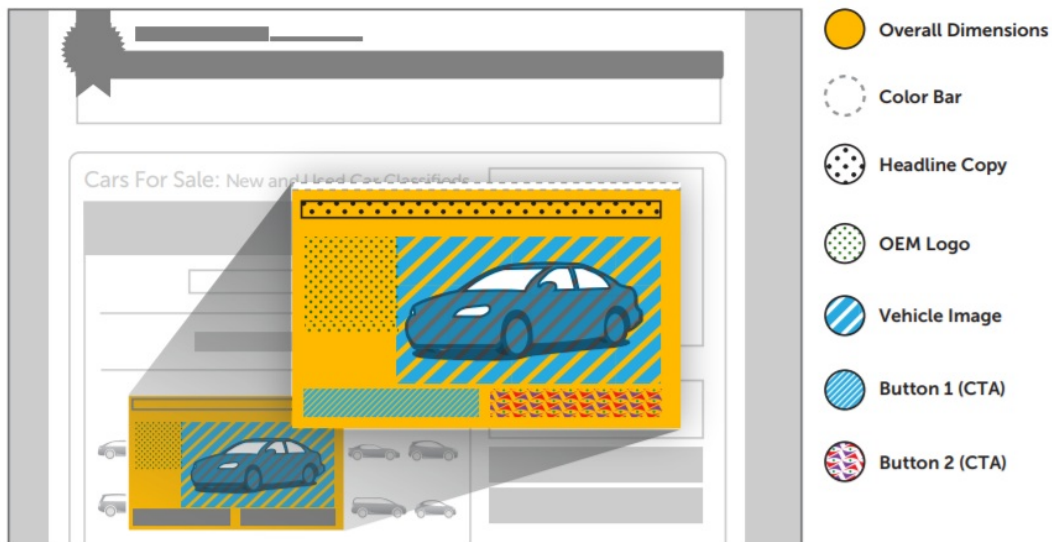
20KB

## ANIMATION:

No

## CONTENT SPECS:

- Must be on a white or transparent background
- Impression Tracking tag (optional)



Detailed Specifications

# HTML Cars For Sale Thought Bubble - Expanded

**OVERALL DIMENSIONS:**

330 x 195

**FILE FORMAT:**

GIF, PNG

**MAX FILE SIZE:**

30KB

**ANIMATION:**

No

**CONTENT SPECS:**

- Color Bar and Button 1 – Provide color number in HEX value #\_\_\_\_\_ format.
- Headline Copy – Character Count 36 max
- OEM Logo – 93 x 75 pixels, transparent .png or .gif format
- Vehicle Image – 215 x 120 pixels, transparent .png or .gif format
- Button 1 & 2 CTA
  - Button 1 CTA text – Character count 20 max
  - Button 2 CTA (Points to KBB Search Inventory Results)
- Click tracking tag (KBB to provide agency URL to append tracking)
- Button 1 CTA (Points to OEM Website)
- Click tracking tag



# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days

## Creative

### Dimensions

- 65x30
- 330x195

## Deliverables

- button 1 (CTA) copy and click tag
- button 2 (CTA) click tag
- color bar and button 1 hex value
- headline copy
- impression tracking tag optional (initial and expanded states)
- OEM logo
- name of make
- name of model
- selected category
- vehicle image

**All creative is subject to Kelley Blue Book approval.** Please submit all creative materials to [creative@kbb.com](mailto:creative@kbb.com).

