

The screenshot shows the Kelley Blue Book website interface. At the top, there's a navigation bar with 'Home', 'Car Values', 'Cars for Sale', 'Car Reviews', 'Awards & Top 10s', and 'Research Tools'. Below that, a secondary menu includes 'Pricing', 'Inventory', 'Expert Reviews', 'Gallery', 'Specs', 'Safety', 'Consumer Reviews', and 'Similar'. The main content area features a 'For Sale Near 92618' section with 59 OEM Brand vehicles. A 'Browse Listings' button is prominent. To the right, a search form allows users to select a car (Audi A3) and enter a zip code (92618) to 'Get your quote'. Below the search form, there's a grid of four car listings, each with a 'New Listing' badge, a car image, and details like '(Year) Used (Make) (Model) Trim Description', price (\$XX,XXX), and mileage. At the bottom, there's a 'KBB.com Expert Review' section with a large '9.5' rating.



KBB.com's Advertising Specifications

CPO Listings Module

Note: Custom Ad Solution



Related Solution(s)

- CPO Retention - 2020
- Certified Pre-Owned (CPO) Sponsorship
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Certified Pre-Owned (CPO) Listings Module



Description

The **Certified Pre-Owned (CPO) Listings Module** provides OEMs with a unique marketing opportunity along the Used Car and CPO path pages to promote their Certified Pre-Owned vehicles/program.

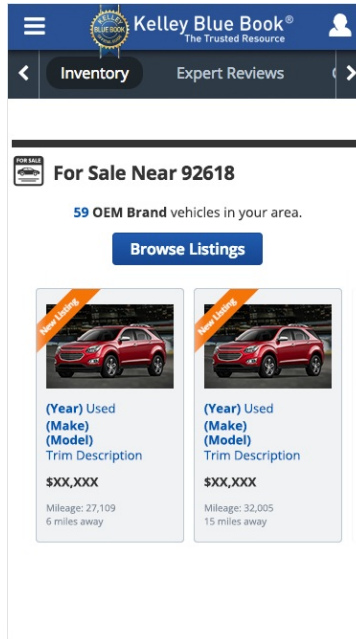
When listings are available, the Certified Pre-Owned Listings Module presents three models for consideration. The module carousels allowing the user to view more vehicles. A prominent call-to-action button clicks through to the OEM's Classifieds page on KBB.

If listings are not available, different creative appears that reinforces the brand's CPO program and calls out three competitive advantages that differentiate the program from competitors. This version also has a button that clicks-through to the OEM's Classifieds page.

Media Specifications

Pages	CPO Path Pages Used
Duration	1 month
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional Third Party
Lead Time	10 business days
Device	Desktop Tablet Mobile
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

HTML CPO Listings Module - Mobile

LOGO

- 80 x 30
- 35KB max file size

COPY

- 82 characters max per line (including spaces); 2 lines max

Vehicle Image

Mobile

- 115 x 86
- 40KB max file size
- GIF, JPG, PNG

LEGAL (optional)

- 82 characters max per line (including spaces); 2 lines max

BULLET COPY (3 maximum)

- 30 characters max per line (including spaces); 2 lines max





For Sale Near 92618

59 OEM Brand vehicles in your area.

[Browse Listings](#)



(Year) Used
(Make)
(Model)
Trim Description

\$XX,XXX

Mileage: 27,109
6 miles away



(Year) Used
(Make)
(Model)
Trim Description

\$XX,XXX

Mileage: 32,005
15 miles away



(Year) Used
(Make)
(Model)
Trim Description

\$XX,XXX

Mileage: 20,503
12 miles away



(Year) Used
(Make)
(Model)
Trim Description

\$XX,XXX

Mileage: 40,200
53 miles away

Detailed Specifications

CPO Module - Desktop

LOGO

- 80 x 30
- 35KB max file size

COPY

- 82 characters max per line (including spaces); 2 lines max

VEHICLE IMAGE

Desktop

- 280 x 90
- 40KB max file size
- GIF, JPG, PNG

LEGAL (optional)

- 82 characters max per line (including spaces); 2 lines max

BULLET COPY (3 maximum)

- 30 characters max per line (including spaces); 2 lines max



Ad Operations

Ad Serving	Site-served Third Party
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag
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.com, including website data and user behavioral data, without the prior written consent of KBB.</p> <p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio.</p>

Creative

Dimensions

- Custom
- 540x250
- 300x250

File Format

- Refer to media specification details

Deliverables

- click tracking tags (optional)
- copy
- impression tracking tag (optional)
- legal text (optional)
- logo
- vehicle image

