

KBB.com's Advertising Specifications

Featured Content Tab HTML5

Note: Featured Content Tab

Last updated: February 13, 2020



Related Solution(s)

- Retention/Conquest Package - 2020
- Retention/Conquest Package - 2019
- Promoted Content Package
- New Car Spotlight Package - 2019
- Certified Pre-Owned (CPO) Sponsorship



Description

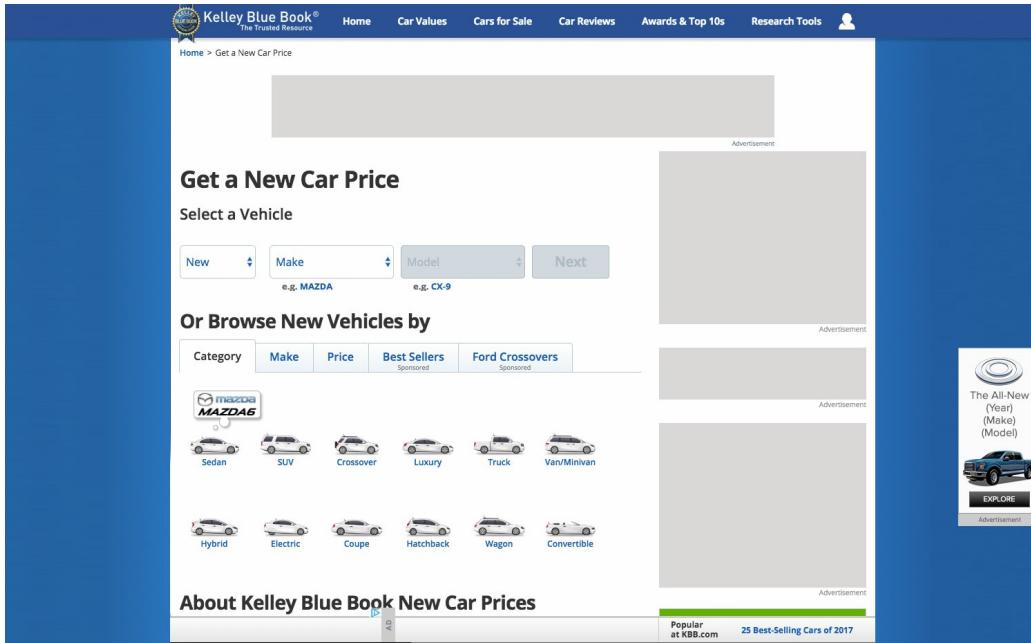
The **Featured Content Tab** is an attention-getting opportunity that offers an out-of-the-box way to reach in-market shoppers. This unique format incorporates a tab-like unit, anchored above the fold, that hangs to the far right of the page in a non-traditional ad position.

Once engaged, the unit takes the user directly to your website. This ad product supports strong user engagement by effectively slicing through the clutter and reaching in-market shoppers at precisely the right moment.

Media Specifications

Pages	Car Values Classifieds eCommerce Motorcycle New Owners Used
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA National
Ad Serving	Site-served, agency tracking tags optional Third Party
Lead Time	10 business days
Device	Desktop
Frequency Capping Details	<ul style="list-style-type: none">• Frequency Capping is <i>unavailable</i> on all of the products with guaranteed impressions
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad 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

Featured Content Tab (1st option)

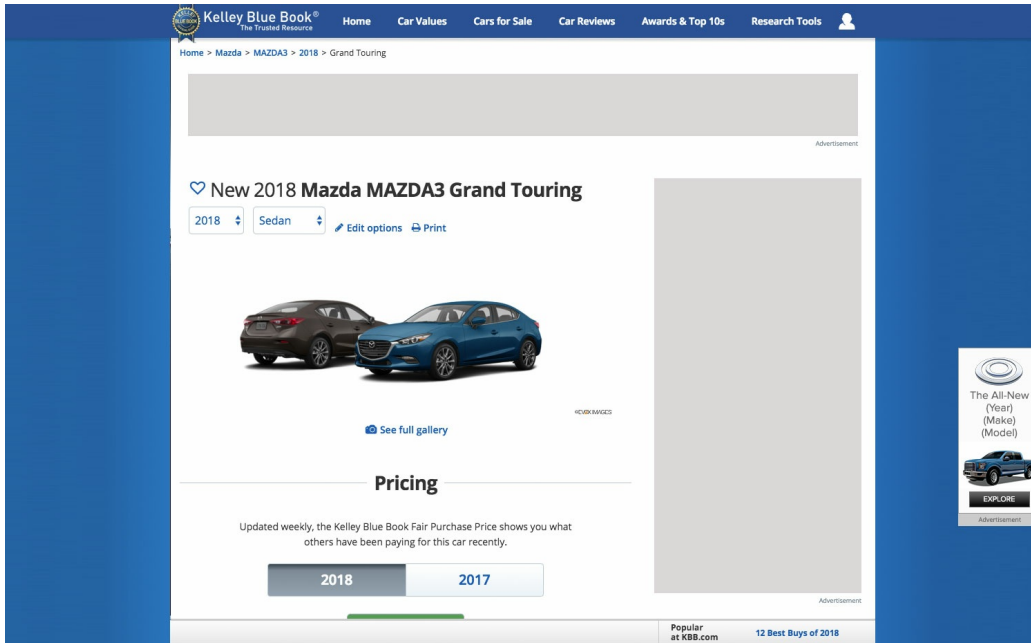
120w x 240h Banner (IAB)

- Width: 120
- Height: 240
- Maximum initial file size: 50KB
- Initial load: 50KB; should including all supporting files
Subsequence load: 100KB
- Animation: 15 seconds, max 3 loops
- File format: GIF, JPG, PNG

No video permitted.

Note: Limit your file to one of each of the following: • 1 Javascript file • 1 CSS file • 1 HTML file





Detailed Specifications

HTML 5 Featured Content Tab (2nd option)

LOGO

- Hi-Res PNG or GIF (non-animated)
- Max Dimensions: 98px x 40px

Note: Files must have a transparent background

BODY COPY

- 70 characters max (including spaces); 4 lines max

VEHICLE IMAGE

- Hi-Res PNG or GIF (non-animated)
- Max Dimensions: 98px x 60px

Note: Files must have a transparent background

CALL TO ACTION

- 12 characters max (including spaces)
- Click Tag
- Impression Tag

Note: Initiates new window to URL



Ad Operations

Ad Serving	Site-served Third Party Third Party ad tags must support secure (https://) format <i>Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found here.</i>
Lead Time	1 month
Tracking	Impression tracking tag Click tracking tag
Additional Notes	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. All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio .

Creative

Dimensions

- 120x240

Deliverables

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

Featured Content Tab (1st option)

- Third Party Ad Tag

Featured Content Tab (2nd option)

- Logo Image
- Headline Copy
- Body Copy
- Vehicle Image
- Call to Action Copy
- Click Tag
- Impression Tag (Optional)

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.

