



KBB.com's Advertising Specifications



# Google Programmatic Native MREC Mobile

**Note: Programmatic Native**

Last updated: April 23, 2020







## Detailed Specifications

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## Detailed Specifications

Headline

- Primary headline text (such as, article title)

Image

Large, primary image

Body

- Secondary body text (such as, article description)

Logo

- Small icon image (such as the advertiser logo)

Call-to-action

- Text that encourages user to take action (such as visit site)

Advertiser

- Text that identifies that advertiser (such as, advertiser or brand name, visible URL, etc.)



# Ad Operations

<b>Lead Time</b>	Real time
<b>Tracking</b>	Impression tracking tag Click tracking tag

## Creative

### Dimensions

- 300x250

## Deliverables

- impression tag
- click tag

Deliverable assets include:

- Headline** Primary headline text (such as, article title)
- Image** Large, primary image
- Body** Secondary body text (such as, article description)
- Logo** Small icon image (such as the advertiser logo)
- Call-to-action** Text that encourages user to take action (such as visit site)
- AdvertiserText** that identifies that advertiser (such as, advertiser or brand name, visible URL, etc.)

