

KBB.com's Advertising Specifications

# Homepage Cross-Platform Ad Unit



**Note: Standard Ad Solution**

Last updated: January 21, 2020

## Related Solution(s)

- CPO Retention/Conquest
- Sub-segment
- CPO Retention
- Promoted Content Package
- Master 2020 Ad Solutions Glossary - National



# Description

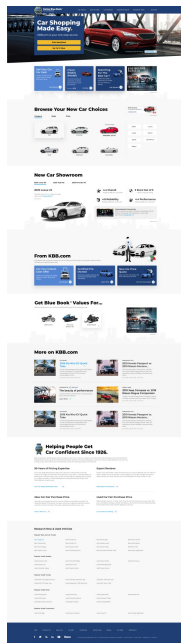
On Homepage, three units activate at once to create a custom, rich-media reveal that automatically fills the middle of the screen. Synchronous animation can occur between homepage units.

The homepage sponsorship ad solutions are: MREC, option on mobile for MREC or MMA 300x50 (details within this ad spec) & [Homepage Hero](#).

# Media Specifications

<b>Pages</b>	Homepage
<b>Duration</b>	1 week (Wed-Tue)
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<b>Device</b>	Desktop Tablet Mobile
<b>LEAN Ad Guidelines</b>	<p>KBB follows IAB LEAN guidelines. Here are some examples:</p> <ul style="list-style-type: none"><li>• <b>Audio:</b> Audio in ads should be muted. To allow for audio initiation in ads, a control may be included for the user to initiate audio.</li><li>• <b>CPU Load:</b> Ads should be developed to perform smoothly and not interfere with site or app performance. 30% CPU load max (based on the average CPU of the user base) per active ad.</li><li>• <b>Maximum number of host-initiated file requests:</b> Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated sub-load and user initiated loads.</li><li>• <b>Shared Libraries and Resources:</b> Browser caching capabilities benefit all parties by eliminating the need to download previously requested resources that already exist on the user's device. Advertisers (Creative developers) are encouraged to take advantage of browser caching functionality by linking to shared libraries hosted on the Ad Serving party's (Publisher ad server or third party ad server) domain that are used across campaigns.</li></ul> <p>Please refer to <a href="#">IAB New Ad Portfolio</a> for full details.</p>





## Detailed Specifications

# MREC Ad Unit (Desktop & Tablet)

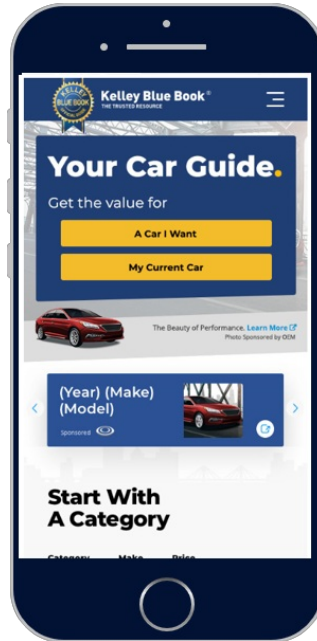
### MEDIUM RECTANGLE

- 300 x 250
- Initial load: 150KB max file size
- Subload: 300KB max file size
- Animation: 15 seconds max
- Polite load

### BACKUP IMAGE

- 300 x 250
- 40KB max file size
- JPG, GIF, and PNG





Detailed Specifications

# Smartphone 300x50 MMA Ad

## STATIC BANNER

- 300 x 50
- PNG, JPG, GIF (non-animated)
- 12KB max file size

## RICH MEDIA BANNER

- 300 x 50
- HTML5, JavaScript, GIF
- Animation: 15 seconds max
- Initial load: 50KB max file size
- Subload: 100KB max file size

**Note:** We recommend a minimum font size of 8pt (11px) - 16pt (21px) for submitted creative.



# Ad Operations

<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	5 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag

## Creative

### Dimensions

- 300x250
- 300x50

### File Format

- High resolution png

## Deliverables

### Third party ad tags

- 300x250 MREC
- 300x50 MMA

