

KBB.com's Advertising Specifications

# Homepage Editorial Sponsorship

**Note: Custom Ad Solution**

Last updated: September 27, 2018

## Related Solution(s)

- Promoted Content Package
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Homepage Editorial Sponsorship



# Description

Homepage Editorial Sponsorship (adaptive-responsive).

Capture on-the-go, in-market car shoppers by immersing them in your brand and message with this attention-getting ad unit.

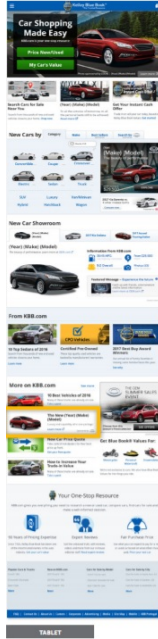
The Homepage Editorial Sponsorship is adaptive-responsive and applies native style integration.

Seamlessly target undecided shoppers and message key features about your model.

## 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>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet Mobile
<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>





## Detailed Specifications

# Editorial Sponsored Module

### VEHICLE IMAGE

- 152x112
- 40KB max file size
- JPG, GIF (non-animated)

### HEADLINE

- 40 characters max (including spaces)

### SUBHEAD

- 42 characters max (including spaces)

NOTE: Subhead will only be seen on desktop and tablet view ports. Not on smartphone.

### CALL TO ACTION

- 11 characters max (including spaces) or use default "Learn More"

**Note:** Headline for expanded panel will also apply to collapsed stage (not shown)

### OEM LOGO

- 60 x 26
- 20KB max file size
- PNG, JPG, GIF (non-animated)



# Ad Operations

<b>Ad Serving</b>	Site-served Ad Serving Details: KBB built and served THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT
<b>Lead Time</b>	10 business days
<b>Additional Notes</b>	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, 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 <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a> .

## Creative

### Dimensions

- Custom

## Deliverables

- call to action
- click tracking tags (optional)
- headline copy
- impression tracking tag (optional)
- logo
- subhead text
- vehicle image

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

