



KBB.com's Advertising Specifications

# Homepage Hero

**Note: Custom Ad Solution**



## Related Solution(s)

- Shoppers Sponsorship - 2020
- Homepage Takeover - 2020
- Homepage Takeover Package - 2019
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National



## Description

Located at the top of KBB's most trafficked page, the Homepage Hero ad unit gives advertisers a prime opportunity to reach a large in-market audience immediately.

This "can't-miss" placement remains in a persistent location directly adjacent to the site's primary navigation, ensuring focus on your brand. Plus it's built to look native, creating the look and feel of natural content.

In addition, this cross-platform unit automatically adapts to the visitor's screen size, creating a seamless experience across desktop, tablet and smartphone, increasing awareness of your message across all devices.

## 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 unavailable





## Detailed Specifications

# Homepage Hero

### CREATIVE

- 1024 x 330 (Lifestyle image with vehicle adjusts to render across devices) Vehicle image must be placed within 375x275 safe zone\*
  - Jelly Bean Vehicle Image: High resolution transparent background
  - 3/4 angle car image used for smartphone viewport
- File format: High resolution PNG
- Year, Make, Model (Year Optional)
- CTA Button Color: Choose color
  - White button with black type
  - Dark gray button with white type
  - Light gray button with black type
  - Black button with white type

\* Safe zone implies that imagery will not be covered when scaled to accommodate smaller screen sizes. Right align content and adhere to safe zone to ensure your image is seen on desktop and tablet viewports.



# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<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.

## Creative

### Dimensions

- 1024x330

## Deliverables

- click tag
- CTA: copy up to 11 characters or use default "Learn More"
- CTA button color: white button with black type, dark gray button with white type, light gray button with black type or black button with white type
- featured year, make, model
- hero image: 1024x330 lifestyle image with vehicle placed within safe zone
- impression tag
- Jelly Bean Vehicle Image: High resolution transparent background 3/4 angle car image used for smartphone viewport

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

