


Done 2020 TOYOTA CAMRY

2020 Camry  
Make every ride a joyride.




TOYOTA

KELLEY BLUE BOOK EXPERT REVIEW

*"...remains one of the most popular, most recommendable sedans you can buy."*

KBB.COM EDITORS

2020 Camry  
Make every ride a joyride.



TOYOTA

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Advertisement



KBB.com's Advertising Specifications

# Homepage Jellybean

**Note: Custom Ad Solution**

Last updated: February 4, 2020



# Description

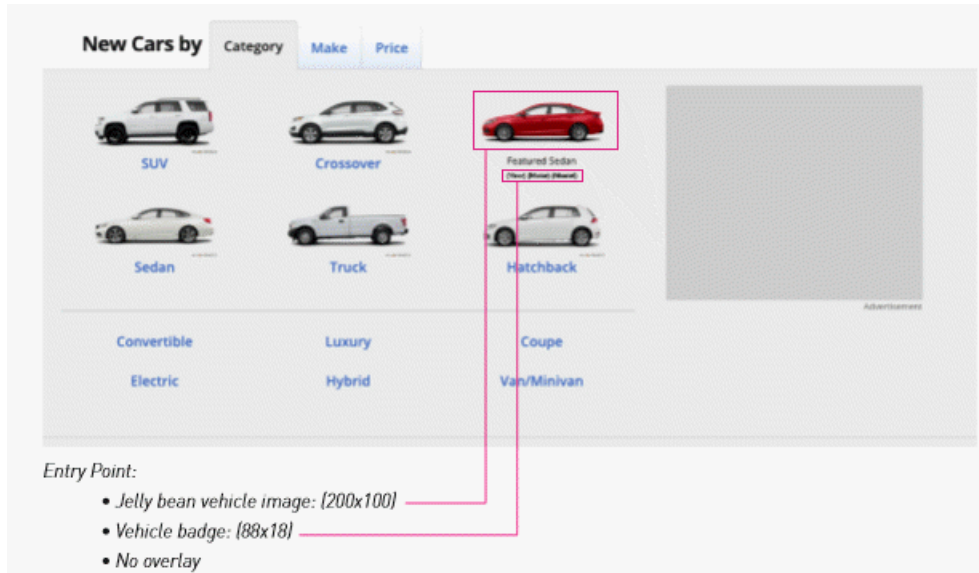
The Homepage Jellybean natively introduces your model to on-the-go shoppers at the top of the KBB.com Homepage and Combined Section Landing Page (SLP), commanding full attention and creating maximum awareness in two distinct areas.

Once engaged, the entry point expands into a robust overlay that features branded messaging along with KBB.com's own expert data, providing a unique opportunity to influence shoppers with our trusted new vehicle content before they form their own opinions. A call to action drives leads by linking to your desired destination page.

# Media Specifications

<b>Pages</b>	Homepage
<b>Duration</b>	1 month
<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>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Ad 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.</p> <p>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 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>



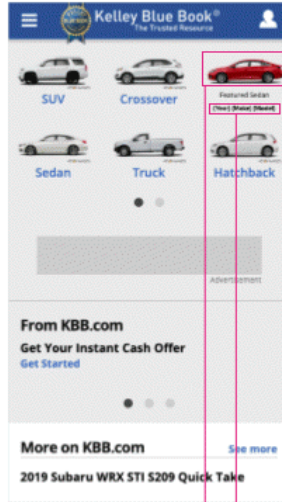


### Detailed Specifications

# HTML 5 Desktop Homepage Entry Point

### Entry Point

- Jelly bean vehicle image: (200×100)
- Vehicle badge: (88×18)
- No overlay



Entry Point:

- Jelly bean vehicle image: [200x100]
- Vehicle badge: [88x18]
- Will launch the overlay

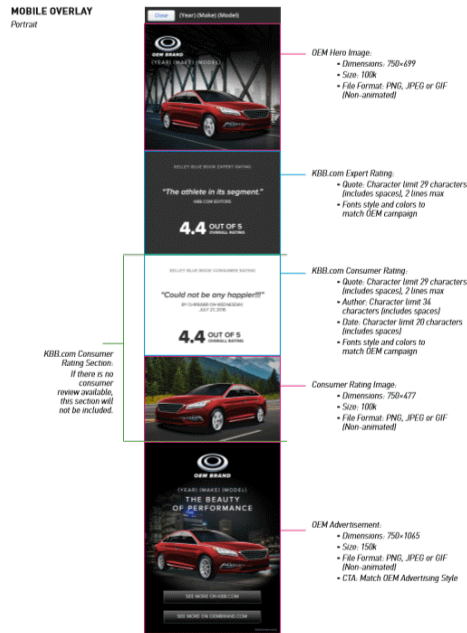
Detailed Specifications

# Mobile Entry Point

## Entry Point

- Jelly bean vehicle image: (200×100)
- Vehicle badge: (88×18)
- Will launch the overlay





## Detailed Specifications

# HTML Mobile Overlay Portrait

## Requirements Details

OEM Hero Image:

- Dimensions: 750 × 699
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

KBB.com Expert Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Fonts style and colors to match OEM campaign

If there is no consumer review available, this section will not be included. KBB.com Consumer Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Author: Character limit 34 characters (includes spaces)
- Date: Character limit 20 characters (includes spaces)
- Fonts style and colors to match OEM campaign

Consumer Rating Image:

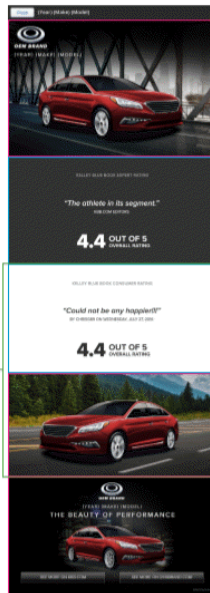
- Dimensions: 750 × 477
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

OEM Advertisement:

- Dimensions: 750 × 1065
- Size: 150k
- File Format: PNG, JPEG or GIF (Non-animated)
- CTA: Match OEM Advertising Style

**MOBILE OVERLAY**  
Landscape

*KBB.com Consumer Rating Section. If there is no consumer review available, this section will not be included.*



- OEM Hero Image:**
  - Dimensions: 1334x870
  - Size: 200k
  - File Format: PNG, JPEG or GIF (Non-animated)
- KBB.com Expert Rating:**
  - Quote: Character limit 29 characters (includes spaces), 2 lines max
  - Fonts style and colors to match OEM campaign
- KBB.com Consumer Rating:**
  - Quote: Character limit 29 characters (includes spaces), 2 lines max
  - Author: Character limit 34 characters (includes spaces)
  - Date: Character limit 20 characters (includes spaces)
  - Fonts style and colors to match OEM campaign
- Consumer Rating Image:**
  - Dimensions: 1334x663
  - Size: 100k
  - File Format: PNG, JPEG or GIF (Non-animated)
- OEM Advertisement:**
  - Dimensions: 1334x750
  - Size: 150k
  - File Format: PNG, JPEG or GIF (Non-animated)
  - CTA: Match OEM Advertising Style

Detailed Specifications

# Mobile Overlay Landscape

## Requirements Details

OEM Hero Image:

- Dimensions: 1334 x 870
- Size: 200k
- File Format: PNG, JPEG or GIF (Non-animated)

KBB.com Expert Rating:

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Consumer Rating Image:

- Dimensions: 1334x663
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

OEM Advertisement:

- Dimensions: 1334 x750
- Size: 150k
- File Format: PNG, JPEG or GIF (Non-animated)
- CTA: Match OEM Advertising Style



# Ad Operations

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

## Creative

### Dimensions

- Custom

## Deliverables

### Desktop Homepage Entry Point

- Jelly bean vehicle image: (200×100)
- Vehicle badge: (88×18)

### Mobile Homepage Entry Point

- Jelly bean vehicle image: (200×100)
- Vehicle badge: (88×18)

### Mobile Overlay Portrait

OEM Hero Image:

- Dimensions: 750 × 699
- Size: 100k
- File Format: PNG, JPEG or GIF

KBB.com Expert Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Fonts style and colors to match OEM campaign

If Consumer Rating is available, then KBB.com Consumer Rating:

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- Author: Character limit 34 characters (includes spaces)
- Date: Character limit 20 characters (includes spaces)
- Fonts style and colors to match OEM campaign

Consumer Rating Image:

- Dimensions: 750 × 477
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

OEM Advertisement:

- Dimensions: 750 × 1065



- Size: 150k
- File Format: PNG, JPEG or GIF (Non-animated)
- CTA: Match OEM Advertising Style

### **Mobile Overlay Landscape**

OEM Hero Image:

- Dimensions: 1334 × 870
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- File Format: PNG, JPEG or GIF (Non-animated)

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