

KBB.com's Advertising Specifications

# Homepage Native Sponsored Content Module

**Note: Custom Ad Solution**

Last updated: May 8, 2020

## Related Solution(s)

- Master 2020 Ad Solutions Glossary - National



# Description

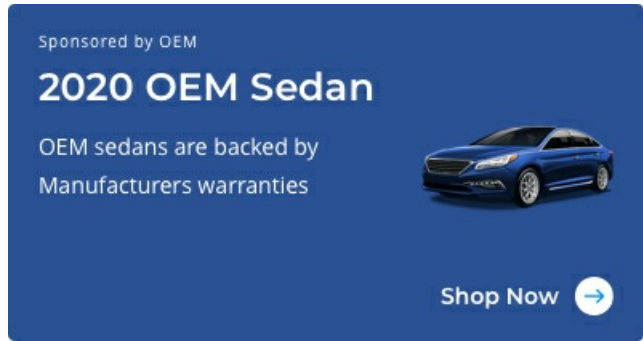
The **Homepage Native Sponsored Content Module** provides the OEM with the a native-looking design option to capture motivated, in-market shoppers on the highly-trafficked KBB.com Homepage.

A call to action drives leads by linking to OEM's desired destination page or to the vehicle description page on KBB.com.

## 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>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. 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

# Homepage Sponsored Content Module

**Creative Dimensions**

120x120

**VEHICLE IMAGE**

- 120x120 ( ¾-left-facing transparent background)
- 35KB max file size
- PNG

**COPY - Character Counts**

- Year Make Model – 40 characters max with spacing
- Body Copy- 60 characters max with spaces

**CALL TO ACTION**

- 10 characters max with spaces



# 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

- 120x120

## Deliverables

- impression tracking tag (optional)
- click tag
- click tag(s) (1 per exit)
- copy
- vehicle image
- call to action

