

New Car Showroom (Year) (Make) (Model)

More than just rugged looks. Learn more at [OEM.com](#)



Information from KBB.com



15/21 MPG

City/highway estimates



From \$27,585

MSRP



9.2 Overall

by KBB.com consumers



Photos (53)

View all photos

Featured Message – Experience the future



Catch up with friends, entertainment and the latest information.

Learn more at [OEM.com](#)

Sponsored



(Year) (Make) (Model)



2015 Ford Focus



The Cadillac Summer's Best Event

Advertisement

Why ads?



KBB.com's Advertising Specifications

Homepage Showroom Standard

Note: Custom Ad Solution

Last updated: March 30, 2017

Related Solution(s)

- New Car Discovery Sponsorship Package
- Master 2019 Ad Solutions Glossary - National
- Homepage Showroom, Homepage Showroom XL > National



Description

The **New Car Showroom** is a custom ad unit used to feature a vehicle prominently on the KBB.com homepage. It is designed to look integrated with the page content. It leverages trusted Kelley Blue Book information and gives the advertiser the opportunity to include their own branded message and image.

The **New Car Showroom** is assembled (custom-built) by Kelley Blue Book, and then returned to the advertiser for approval.

One creative will be built per flight and there is a limit of one click-through URL assigned per creative. Of course, any previous KBB-built creative may be rotated in to the ad server, if desired.

Media Specifications

Pages	Homepage
Duration	1 week (Wed-Tue)
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop Tablet Mobile



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Detailed Specifications

HTML Main Panel

VEHICLE NAME

- Year/Make/Model/Trim
- 41 characters max (including spaces)
Same text will also apply to tab.

Please note that, in order to fulfill this ad, the vehicle's Year/Make/Model/Trim page must already be "live" on KBB.com.

SUBHEAD

- 66 characters max (including spaces)

VEHICLE IMAGE

- 420 x 210
- 30KB max file size
- PNG with a transparent background

Note: Note: Image will also be used in the preview tab.

TAGS

VEHICLE & TEXT LINK

- Impression tag
- Click tag (up to 2)

PREVIEW TAB

- Impression tag

VEHICLE ATTRIBUTES

Choose up to four from the list of attributes provided by KBB.com. Please note that some attributes may be unavailable for launch vehicles.

- | | |
|---|--|
| <input type="checkbox"/> Automatic Transmission | <input type="checkbox"/> Ground Clearance |
| <input type="checkbox"/> Award Winner 5-Year Cost to Own | <input type="checkbox"/> Head Room (front) |
| <input type="checkbox"/> Award Winner Best Resale Value Award | <input type="checkbox"/> Head Room (rear) |
| <input type="checkbox"/> Award Winner Brand Image Award | <input type="checkbox"/> Horsepower |
| <input type="checkbox"/> Cargo Space | <input type="checkbox"/> Leg Room (front) |
| <input type="checkbox"/> Consumer Comfort | <input type="checkbox"/> Leg Room (rear) |
| <input type="checkbox"/> Consumer Overall | <input type="checkbox"/> Manual Transmission |
| <input type="checkbox"/> Consumer Performance | <input type="checkbox"/> MPG |
| <input type="checkbox"/> Consumer Quality | <input type="checkbox"/> MSRP |
| <input type="checkbox"/> Consumer Reliability | <input type="checkbox"/> Overall Safety |
| <input type="checkbox"/> Consumer Styling | <input type="checkbox"/> Payload |
| <input type="checkbox"/> Consumer Value | <input type="checkbox"/> Photos |
| <input type="checkbox"/> Country of Origin | <input type="checkbox"/> Seating |
| <input type="checkbox"/> Expert Comfort | <input type="checkbox"/> Torque |
| <input type="checkbox"/> Expert Design | <input type="checkbox"/> Towing |
| <input type="checkbox"/> Expert Driving | <input type="checkbox"/> Turning Radius |
| <input type="checkbox"/> Expert Overall | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Expert Safety | <input type="checkbox"/> Warranty |
| <input type="checkbox"/> Expert Value | <input type="checkbox"/> Wheel Base |



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Detailed Specifications



Featured Message Panel

FEATURED MESSAGE TITLE

- 25 characters max (including spaces)
- OEM to provide offsite link for Product Title

LEGAL/DISCLAIMER (optional)

- Unlimited character count

Copy will appear on an overlay once user clicks the information icon.

THUMBNAIL IMAGE

- 100 x 52
- 5KB max file size
- JPG

BODY COPY

- 35 characters max per line (including spaces); 2 lines max

Total: 70 characters max

CALL TO ACTION

- 22 characters max (including spaces)

OEM to provide offsite link. Cannot change "Learn more at".

TAGS

THUMBNAIL IMAGE & TEXT LINK

- Click tag (up to 2)

CALL TO ACTION

- Click tag



Ad Operations

Ad Serving	Site-served THIRD PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	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 IAB 2017 New Standard Ad Unit Portfolio .

Creative

Dimensions

- 940x280

File Format

- Refer to media specification details

Deliverables

Main Panel

- Vehicle Name (Year/Make/Model/Trim)
- Subhead
- Vehicle Image
- Tags (click and third party)
- Vehicle Attributes (up to four)

Featured Message Panel

- Featured Message Title
- Legal/Disclaimer (optional)
- Thumbnail Image
- Body Copy
- Call to Action
- Tags (click and impression)

