



KBB.com's Advertising Specifications

Homepage Showroom 2020

Note: Custom Ad Solution

Last updated: January 23, 2020

Related Solution(s)

- Homepage Showroom XL > National > 2020
- Master 2020 Ad Solutions Glossary - National



Description

The **New Car Showroom** is a custom ad unit used to feature a vehicle prominently on the KBB 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	Third Party, Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop Tablet Mobile
Frequency capping details	For direct buys, frequency capping is unavailable



DESKTOP

lexus.com', and a grid of performance metrics: 4.4 Overall (KBB.com), 5 Stars Out of 5 (NHTSA), 4.8 Reliability (KBB.com), and 4.4 Performance (KBB.com). A 'Unprecedented Connectivity' section highlights smartphone compatibility. Navigation arrows are visible at the bottom."/>

New Car Showroom

2020 Lexus UX 2020 Audi A6 2020 Porsche 911

2020 Lexus UX

The 2020 Lexus UX is in a class of its own. Learn more at [lexus.com](#)

4.4 Overall
Rating by KBB.com consumers

5 Stars Out of 5
NHTSA Crash test rating

4.8 Reliability
Rating by KBB.com consumers

4.4 Performance
Rating by KBB.com consumers

Unprecedented Connectivity
With smartphones that support CarPlay® compatibility, the UX delivers connectivity that empowers your every need. Learn more at [lexus.com](#)

MOBILE

New Car Showroom

2020 Lexus UX 2020 Audi A6 2020

2020 Lexus UX

The 2020 Lexus UX is in a class of its own. Learn more at [lexus.com](#)



4.4 Overall
Rating by KBB.com consumers

5 Stars Out of 5
NHTSA Crash testing rating

4.8 Reliability
Rating by KBB.com consumers

4.4 Perform...
Rating by KBB.com consumers

Detailed Specifications

HTML Main Panel

HEADLINE (Vehicle Name)

- Year/Make/Model/Trim
- 41 characters max (including spaces)

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

TAGS

VEHICLE & TEXT LINK

- Impression tag
- Click tag (up to 2)

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.



Detailed Specifications



FEATURED MESSAGE PANEL

Featured Message Title

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

LEGAL/DISCLAIMER (optional)

- Unlimited character count

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

THUMBNAIL IMAGE

- 100×52
- 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	Third Party 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.com, including website data and user behavioral data, without the prior written consent of KBB.

Creative

Dimensions

- 970x250
- 728x90
- 300x250

Deliverables

Main Panel

- Vehicle Name (Year/Make/Model/Trim)
- Subhead
- Vehicle Image
- Tags (click and impression)
- 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)

