

The OEM Summer Sales Event



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KBB.com's Advertising Specifications

Homepage Showroom XL Custom

Note: Custom Ad Solution

Related Solution(s)

- Homepage Showroom, Homepage Showroom XL > National > 2020
- New Car Discovery Sponsorship Package
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Homepage Showroom, Homepage Showroom XL > National > 2019



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, and gives the advertiser the opportunity to include their own branded message and image.

There are several options that can be used to promote and enhance the vehicle brand:

New Model Release (Option A)

The New Model Release option is designed to promote new car launches even if the vehicle hasn't gone "live" on KBB.com. It includes "quick glance" features about the vehicle and a link to the OEM website to learn more.

Sales Events (Option B)

The Sales Events option can be utilized by the OEM throughout the year to take advantage of seasonal promotions.

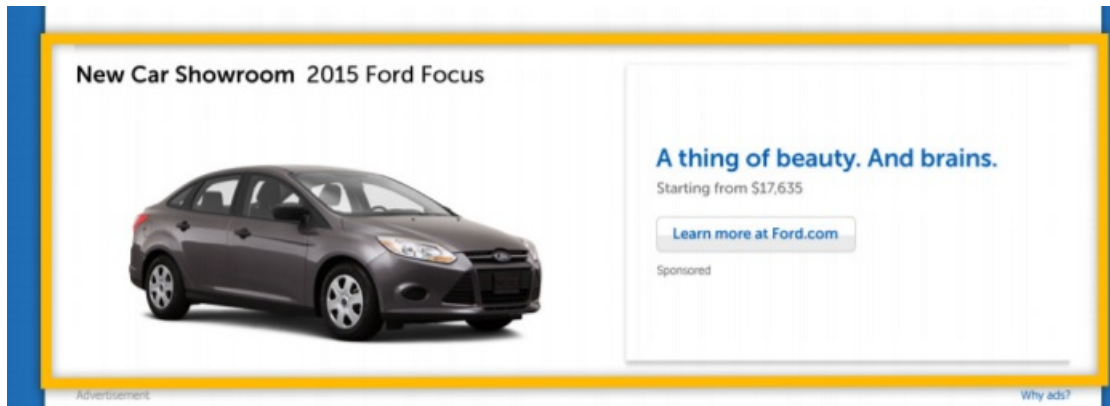
Both options can be used to enhance a vehicle's brand image by highlighting specific features of a desired model with a special section embedded on the page to call out a unique feature.

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





Detailed Specifications

New Model Panel (Option A)

VEHICLE NAME

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

VEHICLE IMAGE

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

HEADLINE

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

Total: 60 characters max

BODY COPY

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

Total: 100 characters max

CALL TO ACTION

- 20 characters max (including spaces)
OEM to provide offsite link. Cannot change "Learn more at".

TAGS

VEHICLE

- Impression tag
- Click tag

HEADLINE & CALL TO ACTION

- Click tag (up to 2)



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Detailed Specifications

Sales Event Panel (Option B)

HEADLINE

- 41 characters max (including spaces)

MAIN IMAGE

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

SUPPORTING HEADLINE

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

Total: 60 characters max

BODY COPY

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

Total: 100 characters max

CALL TO ACTION

- 20 characters max (including spaces)

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

TAGS

MAIN IMAGE

- Impression tag
- Click tag

SUPPORTING HEADLINE & CALL TO ACTION

- Click tag (up to 2)



Ad Operations

Ad Serving	Site-served 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.
Lead Time	10 business days
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

- 940x393

Creative Assets

- Specified copy requirements are noted within deliverable header

Deliverables

Option A - New Model Panel

- Vehicle Name (Year/Make/Model/Trim)
- Vehicle Image
- Headline
- Body Copy
- Call to Action
- Tags (click and impression)

Option B - Sales Event Panel

- Headline
- Main Image
- Supporting Headline
- Body Copy
- Call to Action
- Tags (click and impression)

