

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

The beauty of performance. Learn more at [OEM.com](#)



Information from KBB.com



38/45 MPG

City/highway estimates



From \$29,500

MSRP



9.2 Overall

by KBB.com consumers



Photos (53)

[View all photos](#)

Featured Message – [Experience the future](#)



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Advertisement

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KBB.com's Advertising Specifications

Homepage Showroom XL Standard

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. 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
Frequency capping details	For direct buys, frequency capping is unavailable



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

More than just rugged looks. Learn more at OEM.com



Advertisement

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15/21 MPG

City/highway estimates



From \$27,585

MSRP



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Why ads?

Detailed Specifications



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.



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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

- 100x52
- 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
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

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)

