



KBB.com's Advertising Specifications

Homepage Sponsored Content Module

Note: Custom Ad Solution

Related Solution(s)

- Master 2019 Ad Solutions Glossary - National
- Homepage Sponsored Content Module - 2019



Description

The **Homepage Sponsored Content Module** creates awareness & relevance.

- Prominent homepage placement within a native site experience
- Homepage Sponsored Content Module is one of KBB's most effective traffic drivers for site content

Media Specifications

Pages	Homepage
Duration	Half-month, 1st-15th or 16th to month-end
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	4 weeks





Detailed Specifications

HTML Sponsored Content Module

VEHICLE IMAGE

- 480 x 180
- 55KB max file size
- PNG

HEADLINE

- 45 characters max (including spaces)

COPY

- 60 characters max (including spaces)
may split over two lines.

Note: At smaller smartphone viewport, this copy will not appear

CALL TO ACTION

- 10 characters max (including spaces) or use default "Learn More"

OEM LOGO

- Vector Format: ai, svg or eps



Ad Operations

Ad Serving	Site-served
Lead Time	15 business days
Additional Notes	<p>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.</p> <p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio</p>

Creative

Deliverables

- call to action
- click tag
- copy
- headline copy
- impression tag
- logo
- vehicle image

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.

