



KBB.com's Advertising Specifications

# Homepage Sponsored Content Module

**Note: Custom Ad Solution**

Last updated: January 28, 2020

## Related Solution(s)

- Homepage Takeover - 2020
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Homepage Sponsored Content Module



# 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

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

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	15 business days
<b>Additional Notes</b>	<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 <a href="#">IAB New Ad Portfolio</a>.</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](mailto:creative@kbb.com).

