

The screenshot shows the Kelley Blue Book website with a navigation bar at the top. The main content area features a large advertisement for '25 Best-Selling SUVs'. The ad includes a search bar with fields for '(Year)', '(Make)', and '(Model)', and a 'Go' button. Below the search bar, there are two columns of content. The left column features a photo of a gold SUV and text about SUVs replacing sedans. The right column features a photo of a blue pickup truck and text about 'Popular at KBB.com'. At the bottom of the ad, there is a 'Most Recent' section with a list of articles and a 'Popular at KBB.com' badge for '10 Best SUVs Under \$25,000'.



KBB.com's Advertising Specifications

Leaderboard HTML5

Note: Standard Ad Solution



Related Solution(s)

- CPO Retention
- Retention/Conquest Package
- Native Sponsored Content Package
- New Car Spotlight Package
- New Car Discovery Sponsorship Package



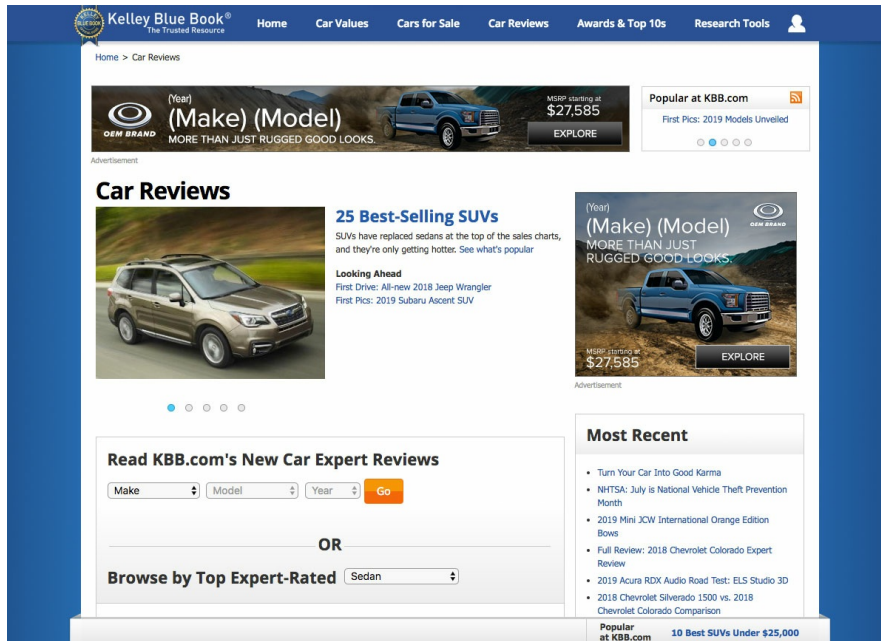
Description

The IAB leaderboard ads serve across the site. Clicks-through to OEM site.

Media Specifications

Pages	Car Values Classifieds eCommerce Motorcycle New Owners Used
Duration	1 month Half-month, 1st-15th or 16th to month-end
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	DMA IP-targeting National
Ad Serving	Third Party
Lead Time	5 business days
Device	Desktop Tablet
Frequency capping details	<ul style="list-style-type: none">• For direct buys, frequency capping is <i>unavailable</i>• Through programmatic buys, buyers <i>can</i> frequency cap on their end, which would include Run of/Audience Targeting buy types





Detailed Specifications

HTML5 Leaderboard

Leaderboard

- 728 x 90
- Initial load: 150KB max file size
- Sub-load: 300KB max file size
- Animation: 15 seconds max
- Polite load

Backup Image

- 728 x 90
- 40KB max file size
- JPG, GIF, and PNG

Video

- Format: MP4, and WebM
- Host-Initiated Auto Play:
- Max duration: 15 seconds
- Max file size: 1.1MB
- User-Initiated Play:
- Recommended duration: Unlimited
- Max file size: 10MB
- File quality: Recommended 24 fps minimum

Note: Video must contain toggles to Play/Pause, Audio On/Off and include a progress bar. Audio is user-initiated; default state is muted. Video/animation/audio should cease once pause or stop has been clicked. All animation/audio should stop upon exit click.

Limit your file to one of each of the following:

- 1 HTML file
- 1 Javascript file
- 1 CSS file



Ad Operations

Ad Serving	Third Party THIRD PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT
Lead Time	5 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. All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio .

Creative

Dimensions

- 728x90

Deliverables

- third-party ad tags
- Backup Image
- Tracking tags for site-serving

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

KBB follows IAB LEAN guidelines. Here are some examples:

- **Audio:** Audio in ads should be muted. To allow for audio initiation in ads, a control may be included for the user to initiate audio.
- **CPU Load:** Ads should be developed to perform smoothly and not interfere with site or app performance. 30% CPU load max (based on the average CPU of the user base) per active ad.
- **Maximum number of host-initiated file requests:** Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated sub-load and user initiated loads.
- **Shared Libraries and Resources:** Browser caching capabilities benefit all parties by eliminating the need to download previously requested resources that already exist on the user's device. Advertisers (Creative developers) are encouraged to take advantage of browser caching functionality by linking to shared libraries hosted on the Ad Serving party's (Publisher ad server or third-party ad server) domain that are used across campaigns.

Please refer to IAB.com for full details.

