

The screenshot shows the Kelley Blue Book website interface. At the top is a navigation bar with links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, and Research Tools. Below the navigation is a breadcrumb trail: Home > Car Reviews. The main content area features several sections:

- Advertisement:** A banner for a car with the text "(Year) (Make) (Model) MORE THAN JUST RUGGED GOOD LOOKS." and "MSRP starting at \$27,585". It includes an "EXPLORE" button and a "Popular at KBB.com" badge.
- Car Reviews:** A section titled "25 Best-Selling SUVs" with a sub-headline "SUVs have replaced sedans at the top of the sales charts, and they're only getting hotter. See what's popular." Below this is a "Looking Ahead" section listing "First Drive: All-new 2018 Jeep Wrangler" and "First Pics: 2019 Subaru Ascent SUV".
- Search Form:** A section titled "Read KBB.com's New Car Expert Reviews" with dropdown menus for "Make", "Model", and "Year", and a "Go" button. Below it is an "OR" separator and a "Browse by Top Expert-Rated" section with a "Sedan" dropdown.
- Most Recent:** A list of recent articles including "Turn Your Car Into Good Karma", "NHTSA: July is National Vehicle Theft Prevention Month", "2019 Mini JCW International Orange Edition Bows", "Full Review: 2018 Chevrolet Colorado Expert Review", "2019 Acura RDX Audio Road Test: ELS Studio 3D", and "2018 Chevrolet Silverado 1500 vs. 2018 Chevrolet Colorado Comparison".
- Footer:** A small box at the bottom right says "Popular at KBB.com 10 Best SUVs Under \$25,000".



KBB.com's Advertising Specifications

# Leaderboard HTML5

**Note: Standard Ad Solution**

Last updated: October 30, 2017



## Related Solution(s)

- CPO Retention/Conquest - 2020
- Retention/Conquest Package - 2020
- Sub-segment - 2020
- Leaderboard - 2020
- Retention Package - 2020



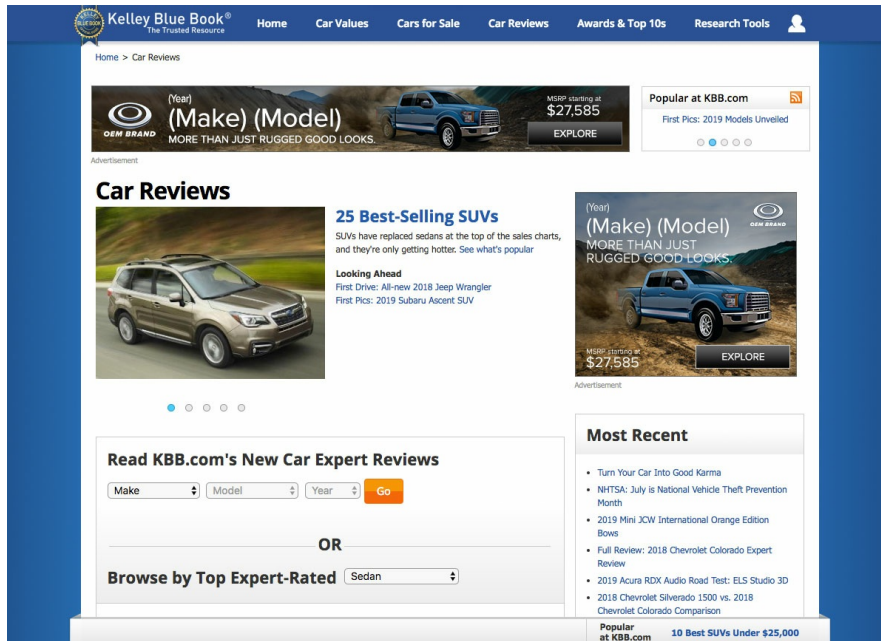
# Description

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

## Media Specifications

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





## 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

<b>Ad Serving</b>	Third Party THIRD PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT
<b>Lead Time</b>	5 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	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 <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a> .

## 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](mailto: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.

