

Kelley Blue Book®
The Trusted Resource

Home Car Values Cars for Sale Car Reviews Awards & Top 10s Research Tools

Home > Car Reviews

(Year) (Make) (Model)
OEM BRAND MORE THAN JUST RUGGED GOOD LOOKS.
MSRP starting at \$27,585
EXPLORE

Popular at KBB.com
First Pics: 2019 Models Unveiled

Advertisement

Car Reviews

25 Best-Selling SUVs

SUVs have replaced sedans at the top of the sales charts, and they're only getting hotter. See what's popular

Looking Ahead
First Drive: All-new 2018 Jeep Wrangler
First Pics: 2019 Subaru Ascent SUV

(Year) (Make) (Model)
OEM BRAND MORE THAN JUST RUGGED GOOD LOOKS.
MSRP starting at \$27,585
EXPLORE

Advertisement

Read KBB.com's New Car Expert Reviews

Make Model Year Go

OR

Browse by Top Expert-Rated

Sedan

Most Recent

- 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
- 2018 Chevrolet Silverado 1500 vs. 2018 Chevrolet Colorado Comparison

Popular at KBB.com 10 Best SUVs Under \$25,000



KBB.com's Advertising Specifications

Medium Rectangle HTML5

Note: Standard Ad Solution



Related Solution(s)

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



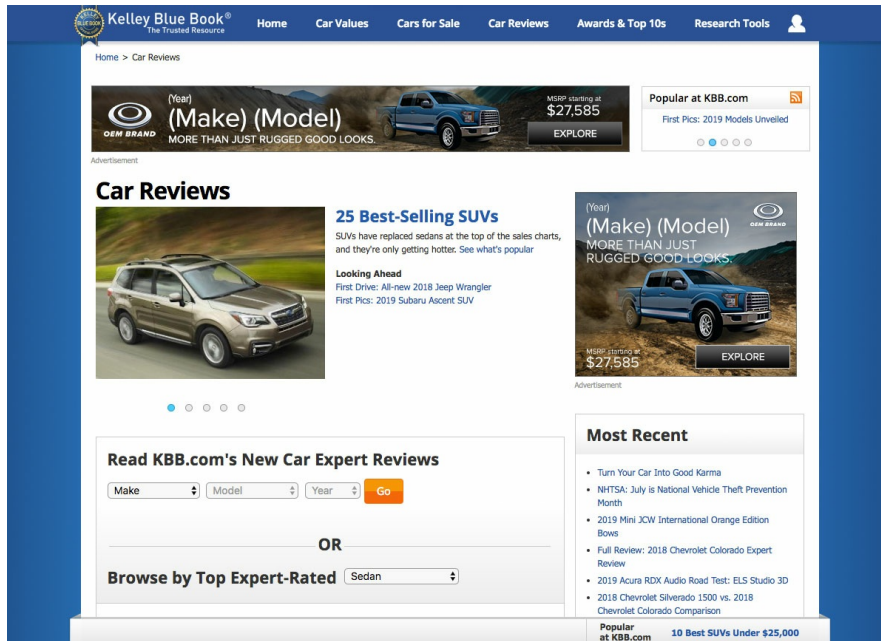
Description

The 300x250 ad units are fixed position display units featuring advertiser's creative throughout the site.

Media Specifications

Duration	Dependent on ad product
Share of Voice	Dependent on ad product
Geography	National DMA
Ad Serving	Third Party
Lead Time	5 business days
Device	Desktop Tablet Mobile





Detailed Specifications

HTML5 Medium Rectangle Ad Unit

MEDIUM RECTANGLE

- 300 x 250
- Initial load: 150KB max file size
- Subload: 300KB max file size
- Animation: 15 seconds max
- Polite load

BACKUP IMAGE

- 300 x 250
- 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

Requirements

Rich Media: Yes

Fallback GIF/JPG Max File Size: 40K



HTML5 Details

Initial load max file size: 150K

Sub-load max: 300K

User initiated load max file size: 200K

Animation/Video Guidelines:

- Host-initiated video allowed
- 3 loops within 15 seconds max, no looping beyond 15 seconds, recommended to be a part of subload
- Auto is user-initiated only

Tag types allowed: JS/Inred

User Initiated Video/Audio

Max file size: 2.2MB

Max video length: 30 seconds

File types:

- video MP4 – required; webm, ogg – preferred
- progressive download
- true streaming – preferred

Audio: MP3

Control requirements:

- Stop/mute & start buttons required
- pause button preferred



Ad Operations

Ad Serving	Third Party
Lead Time	5 business days
Tracking	Impression tracking tag Click tracking tag
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><i>Recently, Google Chrome and other major web browsers have announced plans to limit the functionality of – and support for – Adobe Flash. For this reason, KBB.com strongly recommends serving HTML5 ads.</i></p>

Creative

Dimensions

- 300x250

Deliverables

- third-party ad tags

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 subload 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.

