

KBB.com's Advertising Specifications

Medium Rectangle HTML5

Note: Standard Ad Solution

Last updated: October 30, 2017



Related Solution(s)

- Retention/Conquest Package - 2020
- Research Sponsorship - 2020
- Market Awareness & Mobile Awareness > Regional
- Medium Rectangle + Mobile MMA - 2020
- Retention Package - 2020



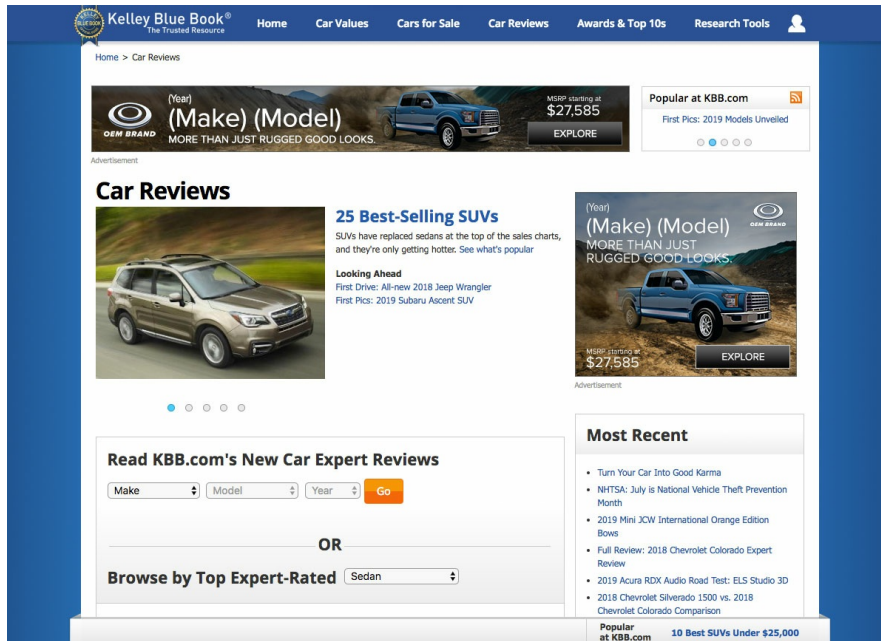
Description

The 300×250 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 |
| LEAN Guidelines | <p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio.</p> <p>Additional details</p> <p>The new guidance creates a more positive user experience by maximizing page load performance. This should also improve the performance of the ad. In addition to new initial load and sub-load max weights, the LEAN guidance dictates the following:</p> <ul style="list-style-type: none">• Use lightweight file loads during initial load of the page• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load• Use sub-load for rendering ad experiences that require heavy file weights• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10• Make user initiation required for ad functionality that needs large file downloads |





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

- MP4 – required; webm, ogg – preferred
- Progressive download; True streaming – preferred
- Stop & Start buttons required

Host Initiated Video Auto Play

- Max duration: 15 seconds.
- Max File size: 1.1 Mb.
- File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used. 15 seconds is currently the predominant video length for video ads. However, shorter-form videos (6-8 second range) are showing promising results – especially on mobile.

User Initiated Video Play

- Recommended duration: Unlimited
- File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used.

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.

