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**Kelley Blue Book®**  
 The Trusted Resource

## SUV Comparison

Presented by **OEM BRAND**

Learn more by visiting [OEM.com](http://OEM.com) ↗

All data powered by KBB.com

<p>(Year) (Make) (Model) (Trim) See the</p> <div style="background-color: #003366; color: white; padding: 5px; display: inline-block; margin: 5px 0;">Fair Purchase Price</div>	<p style="font-size: x-small; color: gray;">NO IMAGE FOR THIS VEHICLE</p> <p>(Year) (Make) (Model) (Trim) See the</p> <p style="color: #003366;">Fair Purchase Price</p> <div style="display: flex; justify-content: center; gap: 10px;"> <span style="font-size: 2em; color: gray;">&lt;</span> <span style="font-size: 2em; color: #003366;">&gt;</span> </div>	
<b>MSRP</b>	\$24,200	\$22,150
<b>Basic Warranty</b>	✔ 5 years or 60000 miles	3 years or 36000 miles
<b>Non-Transferable Powertrain Warranty</b>	✔ 10 years or 100000 miles	-
<b>Gas Mileage</b>	✔ Gas - City 46 Highway 40	Gas - City 54 Highway 50



KBB.com's Advertising Specifications

# Mobile Compare & Consider

**Note:** Mobile Custom MMA



## Related Solution(s)

- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Mobile Compare & Consider > National



## Description

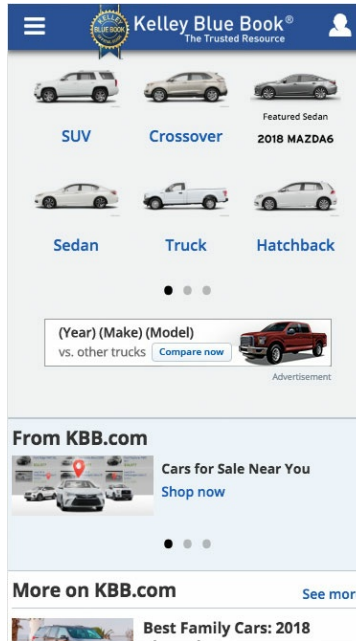
Mobile Compare & Consider is an innovative ad product that allows a sponsor to show how their vehicle stacks up to its competition through a dedicated comparison page.

Consumers are led to the Compare & Consider Page through the 300x50 MMA ad unit banner that serves throughout their Mobile experience by reaching shoppers at all decision-points. This page displays a comparison chart that compares the sponsored vehicle side-by-side against two competitive vehicles based on advantageous criteria selected by KBB's Editorial team. The Compare & Consider also features another 300x50 MMA banner for additional brand messaging.

## Media Specifications

<b>Pages</b>	Run of Mobile
<b>Duration</b>	3 month minimum
<b>Share of Voice</b>	Up to impression goal (entry point), exclusive (Compare & Consider landing page MMA ad unit)
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	15 business days
<b>Device</b>	Mobile
<b>Creative Weight Policy</b>	Creative weight limits will be enforced. Please ensure your creative is within spec. Tips for getting your creative within spec can be found <a href="#">here</a> .





## Detailed Specifications

# Smartphone 300x50 Entry Point

### VEHICLE IMAGE

- 300x50
- PNG, JPG, GIF (non-animated)
- 12KB max file size

### COPY

- 22 characters max (including spaces)

### YEAR/MAKE/MODEL

- 22 characters max (including spaces)



**Truck Comparison**

Presented by **OEM BRAND**  
Learn more by visiting [OEM.com](#)

All data powered by KBB.com

(Year) (Make) (Model) (Trim) See the	(Year) (Make) (Model) (Trim) See the
<b>Fair Purchase Price</b>	<b>Fair Purchase Price</b>
MSRP \$16,900	\$16,150
<b>Basic Warranty</b> 5 years or 60000 miles	3 years or 36000 miles
<b>Non-Transferable Powertrain Warranty</b> 10 years or 100000 miles	-
<b>Gas Mileage</b> Gas - City 46	Gas - City 54

Detailed Specifications

# HTML Compare & Consider Landing Page

## STATIC BANNER

- 300x50
- JPG, GIF (non-animated)
- 12KB max file size

## COMPETITIVE VEHICLE SET

- Year/Make/Model for two vehicles (must be agency approved)



# Ad Operations

<b>Ad Serving</b>	Third Party
<b>Lead Time</b>	15 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<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.</p> <p>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> <ul style="list-style-type: none"><li>• Only one impression tag used</li><li>• Only one click command used</li></ul>

## Creative

### Dimensions

- 300x250
- 300x50

## Deliverables

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to [creative@kbb.com](mailto:creative@kbb.com).

### Entry Point

- Vehicle image
- Vehicle name
- Comparison copy (provided by KBB)
- Impression tag (optional)
- Click tag (URL provided by KBB)

### Compare & Consider Landing Page

- Backup Image

third party tag (MMA ad unit):

- third party image URL
- third party click URL

