


☰
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



**(Year) (Make)**  
**(Model)**  
**(Trim)**  
See the

Fair Purchase Price

NO IMAGE FOR THIS VEHICLE



**(Year) (Make)**  
**(Model)**  
**(Trim)**  
See the

Fair Purchase Price

<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 High 40	Gas - City 54 High 50



KBB.com's Advertising Specifications

# Mobile Compare & Consider

**Note: Mobile Custom MMA**

Last updated: January 28, 2020



## Related Solution(s)

- CAMP-360: Custom Landing Page
- Master 2020 Ad Solutions Glossary - National
- Mobile Compare & Consider > National



## Description

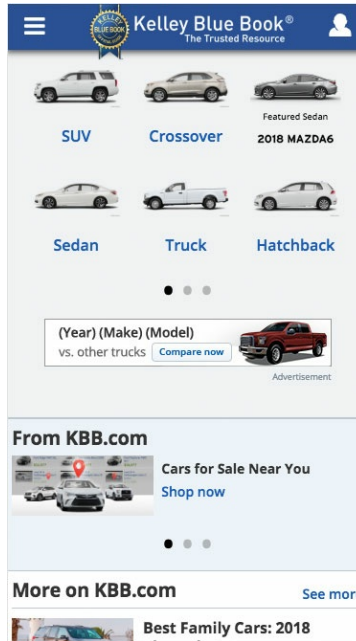
Mobile Compare & Consider is an innovative ad product that allows a sponsor to show how their vehicle stacks up to its competition through a dedicated comparison page.

Consumers are led to the Compare & Consider Page through the 300x50 MMA or newly introduced 300x250 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 or 300x250 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

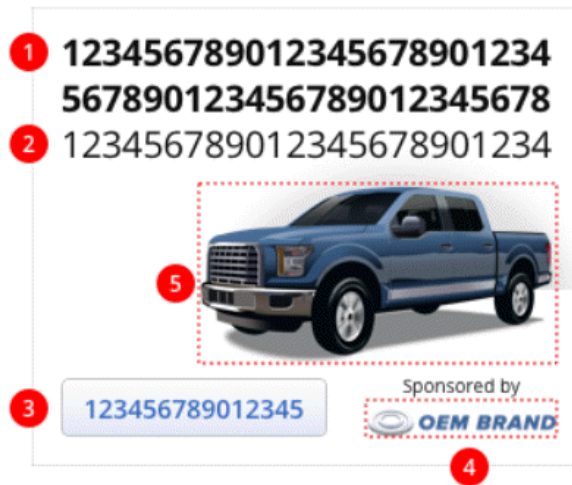
### COPY

- 22 characters max (including spaces)

### YEAR/MAKE/MODEL

- 22 characters max (including spaces)





Detailed Specifications

# HTML Smartphone 300x250 Entry Point

**Requirements Details**

**(Year) (Make) (Model)**

48 Characters max.

If the YMM does not run to two lines, "vs. other trucks" should move up in place of the second line of YMM.

**vs. other trucks**

24 characters max.

If the YMM does not run to two lines, "vs. other trucks" should move up in place of the second line of YMM.

**CTA**

15 Characters max.

**Text**

Text on CTA should flush left and push to the right.

**Logo**

104 pixels x 20 pixels

Logo should center horizontally and flush with the bottom of the logo box.

**Jellybean**

195 pixels x 98 pixels

Vehicle centers in jellybean box floating over nimbus (background highlight)



**Truck Comparison**

Presented by **OEM BRAND**  
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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

