

KBB.com's Advertising Specifications

Mobile Templates: Mobile Double-Down

Note: Mobile Custom MMA

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Related Solution(s)

- Mobile Templates: Mobile Double-Down
- Master 2020 Ad Solutions Glossary - National



Description

Turn-key, custom creative solution that showcases your video asset as well as the model's KBB.com Expert Rating

320×160 size is larger than typical mobile banners without disrupting shopper's research experience

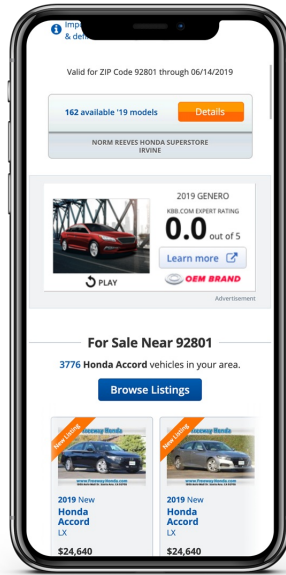
Shopper is invited to watch video by simply tapping on the thumbnail and can also click to learn more on your site

Designed based on creative best practices for mobile (e.g., eye-catching background, taller ad height)

Media Specifications

Pages	Segment
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
LEAN AD Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Unit 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

Mobile Templates: MOBILE DOUBLE DOWN

Image & Copy Requirements

Headline: 25 characters max with spacing

Body Copy: 27 character max with spacing

CTA: 11 characters max with spacing

Logo: 155x23 on transparent background

Video: MP4 15 sec. max



Ad Operations

Ad Serving	Site-served
Lead Time	15 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- 320x160

