

**Kelley Blue Book**  
THE TRUSTED RESOURCE

♥ New 2020 **Toyota Tacoma Double Cab SR**  
near Anaheim, CA 92801

[Edit options](#)

Combined Fuel Economy  
**20 MPG**

**KBB.com Expert Rating**  
★★★★☆ 4.3 / 5

**KBB.com Consumer Rating**  
★★★★☆ 4.2 / 5

See full image gallery

**PLAY**

(Year) (Make) (Model) **OEM BRAND**

Rugged good looks and power [Explore \(Model\)](#)

Advertisement



KBB.com's Advertising Specifications

# Mobile Templates: Tap & Play

**Note: Mobile Custom MMA**

Last updated: April 8, 2020



## Related Solution(s)

- Mobile Templates: Mobile Tap & Play
- Master 2020 Ad Solutions Glossary - National



## Description

Turn-key, custom creative solution that showcases your video in larger mobile display size

300x250 with branding and CTA outside of video space

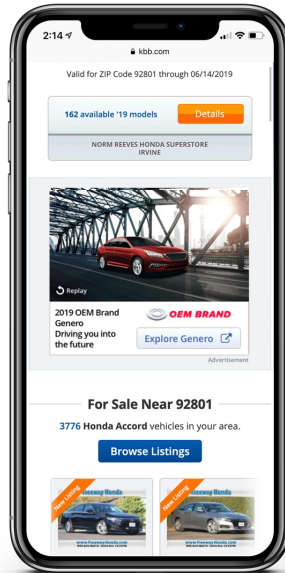
Video begins autoplaying without sound, and shopper is invited to watch video full-screen with sound by simply tapping on the video

Shopper can also click to learn more on your site

## Media Specifications

|                        |  |
|------------------------|--|
| <b>Pages</b>           | Segment Video: Editorial Pages, New Car & Used Car Category Landing Pages, All Pricing Pages   |
| <b>Duration</b>        | 1 month  |
| <b>Share of Voice</b>  | Standard, Non-exclusive: less than 100% of available impressions   |
| <b>Geography</b>       | National   |
| <b>Ad Serving</b>      | Site-served, agency tracking tags optional   |
| <b>Lead Time</b>       | 15 business days   |
| <b>Device</b>          | Mobile   |
| <b>LEAN Guidelines</b> | <p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB New Ad Unit Portfolio</a>.</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"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul> |





## Detailed Specifications

# Mobile Templates: Tap & Play

## Detailed Specifications

### YEAR/MAKE/MODEL

- 23 characters max (including spaces)

### VEHICLE IMAGE (Clickable)

- 360 x 200 (retina)
- 50KB max file size
- GIF, JPG, PNG
- Transparent/white background

### LOGO IMAGE (Clickable)

- 120 x 56 (retina)
- 35KB max file size
- GIF, JPG, PNG
- Transparent/white background

### LINK LIST

- 16 characters max per link (including spaces); up to 4 text links

**Note:** Standard assets may be used, but for maximum effectiveness we highly recommend using retina images.



# Ad Operations

|                   |   |
|-------------------|---|
| <b>Ad Serving</b> | Site-served                                   |
| <b>Lead Time</b>  | 15 business days                              |
| <b>Tracking</b>   | Impression tracking tag<br>Click tracking tag |

## Creative

### Dimensions

- 300x250

### Creative Assets

- High Resolutions Lifestyle image (gif/jpg/png)

### File Format

- High resolution png

## Deliverables

- Year/Make/Model
- Vehicle Image
- Logo
- Impression Tag (optional)
- Click Tags (optional)

