

KBB.com's Advertising Specifications

Motorcycle 300x50 Textlink

Note: Custom Ad Solution

Last updated: April 11, 2017

Related Solution(s)

- Motorcycle Homepage Text Banner > Motorcycle



Description

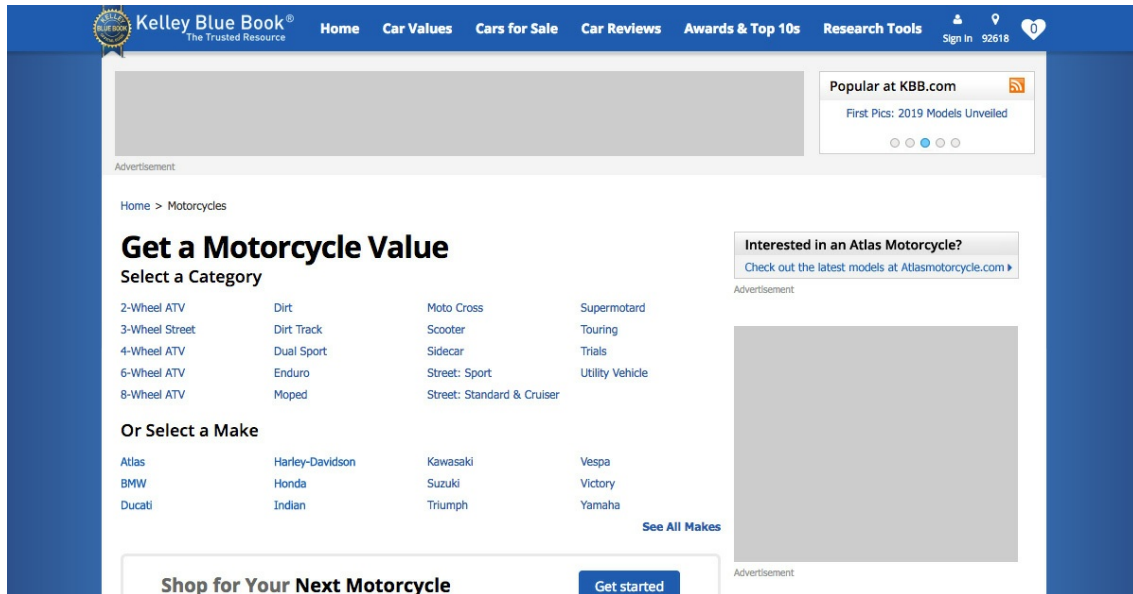
The **Motorcycle Custom Text Link**, located on Motorcycle homepage, gives advertisers an integrated, high-traffic way to create an association between their brand/preferred model and the make/model selector, one of the most popular tools on KBB.com. In doing so, KBB.com's millions of in-market shoppers get a subtle but powerful suggestion to "see the inventory" for that vehicle, helping to boost awareness and to fuel conversion to your brand and model on KBB.com.

Link clicks externally.

Media Specifications

Pages	Motorcycle
Duration	1 month
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop Tablet
Frequency capping details	For direct buys, frequency capping is <i>unavailable</i> .





Detailed Specifications

Motorcycle Custom Text Link

Content Specs

Agency to indicate:

Header

- Character Limit: 40 (with spaces, one line only)

(Font-size: 14px; Color: #434E59;

Font-family: Open Sans; Font-weight: 400)

Body copy

- Character Limit: 44

(Font-size: 12px; Color: #005cb0;

Font-family: Open Sans; Font-weight: 400)

Additional Notes

- Make link to OEM website



Ad Operations

Ad Serving	Site-served
Lead Time	10 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.</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> <p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio.</p>

Creative

Dimensions

- 300x50

Deliverables

- Header
- Custom Text Link
- Impression tracking tag optional (Link only)
- Click-tracking tag

