

KBB.com's Advertising Specifications

Motorcycle Enhanced Make

Note: Custom Ad Solution

Last updated: April 11, 2017

Related Solution(s)

- Enhanced Make > Motorcycle > 2019, 2020



Description

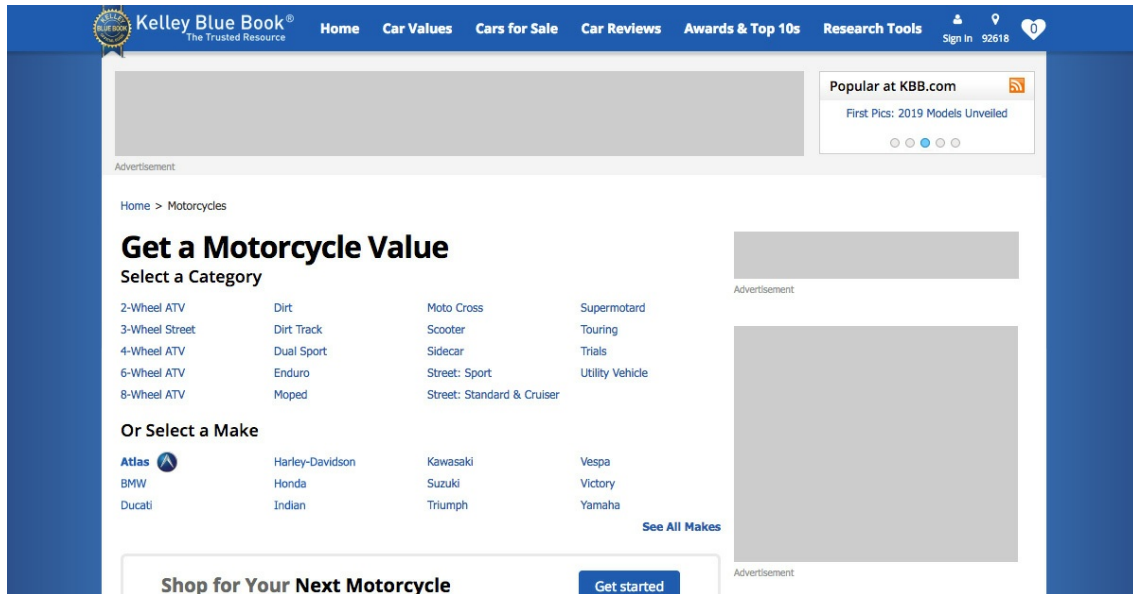
The **Motorcycle Enhanced Make**, located on Motorcycle homepage, gives advertisers an integrated, high-traffic way to create an association between their brand/preferred model and the make/model selector, one of the most popular tools on KBB.com. In doing so, KBB.com's millions of in-market shoppers 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.

The Make link takes the user to KBB.com's Make Overview page.

Media Specifications

Pages	Motorcycle Homepage
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





Detailed Specifications

Motorcycle Enhanced Make

CONTENT SPECS:

Agency to indicate:

OEM Logo

- 52x24
- JPG, GIF, or PNG

Note: Make link to OEM section on KBB.com



Ad Operations

Ad Serving	Site-served THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB. 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.

Creative

Dimensions

- 54x24

Deliverables

- OEM Logo
- Impression tracking tag optional (Link only)
- Click-tracking tag

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.

