



KBB.com's Advertising Specifications

Native Headband

Note: Custom Ad Solution

Last updated: September 15, 2017

Related Solution(s)

- Early Intender Sponsorship Package - 2019
- Master 2019 Ad Solutions Glossary - National



Description

- Drive your model further up shopper consideration lists by featuring more relevant content to show car shoppers why they chose your model
- Reaffirm shopper confidence in your brand/model by leveraging the content and data from the Trusted Resource®
- Native styling offers a more seamlessly integrated experience for car shoppers
- Pull-in quotes from KBB.com's Editorial review articles, Expert Ratings, and our Awards & Accolades

Media Specifications

Pages	Classifieds eCommerce Motorcycle New Used
Duration	1 month
Share of Voice	Custom display
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days; creative
Device	Desktop Tablet
Frequency capping details	For direct buys, frequency capping is <i>unavailable</i> .



Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Additional Notes	All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio .

Deliverables

- click tag
- impression tag
- vehicle image

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

