



KBB.com's Advertising Specifications

Native Owners Sponsored Content Module

Note: Custom Ad Solution

Related Solution(s)

- Native Sponsored Content Package
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Native Owners Sponsored Content Module> National



Description

The **Native Owners Sponsored Content Module** provides the OEM with the choice of two unique, native-looking design options to capture motivated, in-market shoppers along the Owners path, one of the most highly trafficked on KBB.com.

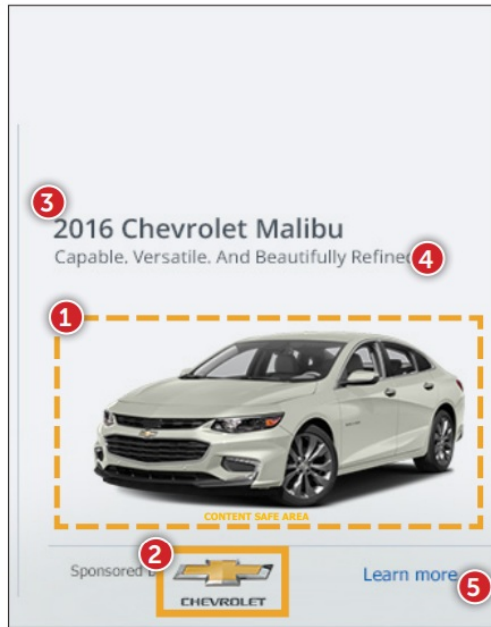
This high profile, cross-platform solution is located directly adjacent to the start of the Owner's experience. This "can't miss" positioning injects your model into the consideration set of shoppers at the beginning of their journey.

A call to action drives leads by linking to OEM's desired destination page or to the vehicle description page on KBB.com.

Media Specifications

Pages	Owners Section Landing Page
Duration	1 week (Wed-Tue)
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 Mobile





Detailed Specifications

Owners Section Landing Page

VEHICLE IMAGE

- 210 x 120
- 52KB max file size
- PNG

Note: Critical image content must exist within the 300 x 150 content safe area.

LOGO

- 93 x 21
- 15KB max file size
- PNG, GIF (non-animated)

HEADLINE

- 25 characters max

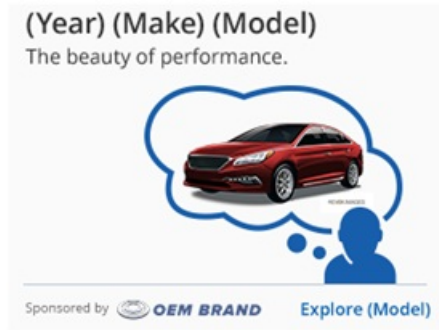
COPY

- 50 characters max (including spaces); may split over two lines.

CALL TO ACTION

- 18 characters max (including spaces)





Detailed Specifications

Owners Section Landing Page (2nd option)

VEHICLE IMAGE

- 210 x 120
- 52KB max file size
- PNG

Note: Critical image content must exist within the 145 x 80 content safe area.

LOGO

- 93 x 21
- 15KB max file size
- PNG, GIF (non-animated)

HEADLINE

- 25 characters max

COPY

- 50 characters max (including spaces); may split over two lines.

CALL TO ACTION

- 18 characters max (including spaces)



Ad Operations

Lead Time

| 10 business days

Creative

Dimensions

- 305x225

Deliverables

- click tag
- click tag(s) (1 per exit)
- copy
- headline copy
- impression tracking tag (optional)
- logo
- vehicle image

