

Year Make Model

The most generic sedan in its segment today. The most generic sedan in its segment today.

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KBB.com's Advertising Specifications

Native Owners Sponsored Content Module

Note: Custom Ad Solution

Last updated: April 7, 2020

Related Solution(s)

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



Description

The **Native Owners Sponsored Content Module** provides the OEM captures 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 (What's My Car Worth)
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
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio.</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">• Use lightweight file loads during initial load of the page• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load• Use sub-load for rendering ad experiences that require heavy file weights• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10• Make user initiation required for ad functionality that needs large file downloads



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Detailed Specifications



Owners Sponsored Content Module Desktop

Desktop Dimensions Requirements

- Header (Year/Make/Model) – 40 characters max with spaces
- Body copy – 60 characters max with spaces
- Call-to-action (CTA) – icon with circle padding-left: 4px
- Sponsorship text (default) and Logo .png file 38×24
- Image – .png file, 280×140 (¾-left-facing transparent background), 52KB max file size

Note: Visuals are shown with borders to easily view the ad's dimensions. The ads are not designed with a border.

Vehicle Image

- 280×140 (¾-left-facing transparent background)
- 52KB max file size
- PNG

LOGO

- Logo Image size: 38×24 (transparent background)
- 15KB max file size
- PNG, GIF (non-animated)

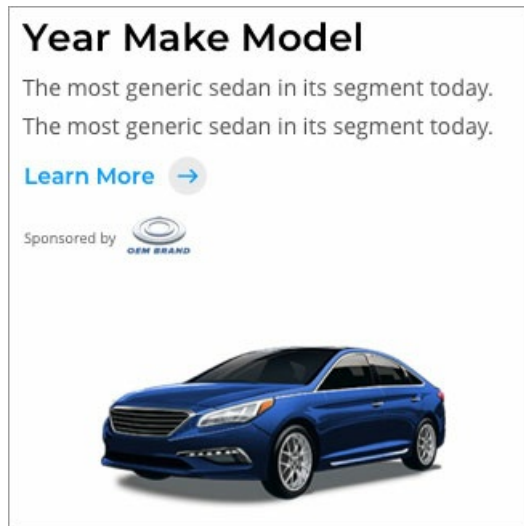
COPY

- Header (Year/Make/Model) – 40 characters max with spaces
- Body copy – 60 characters max with spaces
- Sponsorship text (default)

CALL TO ACTION

- 13 characters max (including spaces)
- icon with circle padding-left: 4px





Detailed Specifications

Owners Sponsored Content Module Mobile - 328x328

Requirements

328x328

- Header (Year/Make/Model) – 40 characters max with spacing
- Body copy – 60 characters max with spacing
- Call-to-action (CTA) – icon with circle padding-left: 4px
- Sponsorship text (default) and Logo .png file 38x24
- Image – .png file, 215x101

Note: Visuals are shown with borders to easily view the ad's dimensions. The ads are not designed with a border.

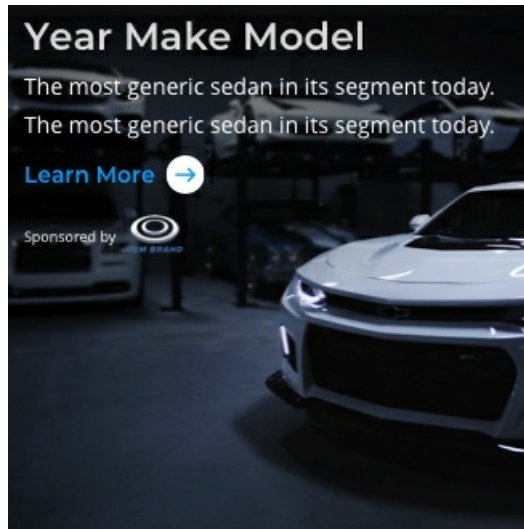


Detailed Specifications

Owners Sponsored Content Module Desktop (Lifestyle)

Requirements

- Header (Year/Make/Model) – 40 characters max for dark image backgrounds
- Body copy – 60 characters max for dark image backgrounds
- Call-to-action (CTA) – icon with circle padding-left: 4px
- Sponsorship text (default) for dark image backgrounds and Logo .png file 38×24
- Desktop: 802×250 lifestyle image
- Desktop: 648×250 lifestyle image – small 1024
- Tablet: 393×250 lifestyle image – 768
- Mobile: 328×328 lifestyle image



Detailed Specifications

Owners Sponsored Content Module Mobile (Lifestyle) - 328x328

Requirements

- Mobile: 328x328 lifestyle image
- Header (Year/Make/Model) – 40 characters max with spacing
- Body copy – 60 characters max with spacing
- Call-to-action (CTA) – icon with circle padding-left: 4px
- Sponsorship text (default) and Logo .png file 38x24

Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- Custom

Deliverables

Deliverables include:

- Click tag
- Headline copy
- Year, Make Model 20 characters max w/ spaces
- Body Copy – 45 characters max w/ spaces
- Sponsored by text (default)
- Logo image 38×24 | Logo with transparent background PNG, GIF (non-animated)
- CTA 13 characters max
- Impression tracking tags (optional)
- Vehicle image PNG

