

KBB.com's Advertising Specifications

# New Car/Car Values Quick Links

**Note:** Custom Ad Solution

Last updated: October 17, 2018

## Related Solution(s)

- Quick Links &; National



## Description

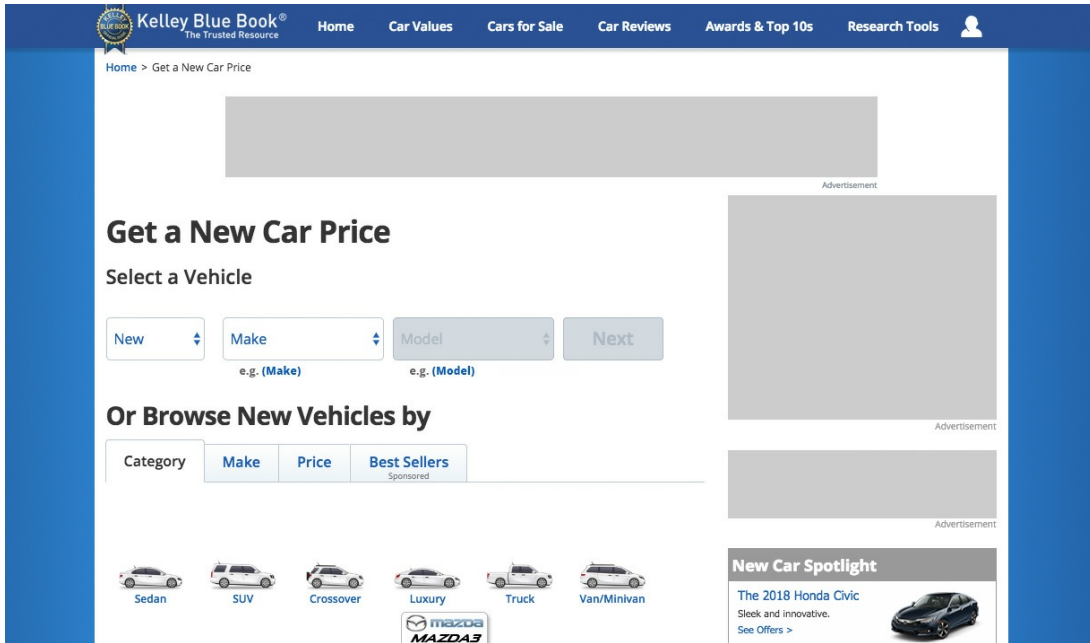
The **New Car Quick Links**, located below the Vehicle Selection module on the New Car Homepage and the Car Values Homepage, gives advertisers a high-traffic and integrated way to create an association between their brand/preferred model and the make/model selector on KBB.com. In doing so, KBB.com's millions of in-market shoppers get a subtle but powerful encouragement to "find out more" about that vehicle, helping to boost awareness and to fuel conversion to your brand and model on KBB.com.

The Make link takes the user directly to the advertiser's New Car Make page. The Model link takes the user to the New Car Vehicle Details Page for the model category (if applicable) and trim that the advertiser designates.

## Media Specifications

<b>Pages</b>	New Car Homepage Car Values Homepage
<b>Duration</b>	1 month
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet Mobile
<b>Character Counts</b>	<a href="#">Shoppers Homepage</a> & <a href="#">Car Values Homepage</a> Make: 15 characters max (including spaces), Model: 17 characters max (including spaces)
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></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"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul>





## Detailed Specifications

### MAKE

15 characters max (including spaces)

**NOTE:** As seen on the KBB.com drop down list within the Vehicle Selection module.

### MODEL

• 17 characters max (including spaces)

**NOTE:** As seen on the KBB.com drop down list within the Vehicle Selection module.

### Additional Notes

**Make** links to New Car Make page on KBB.com. **Model** links to New Car Vehicle Detail page at the trim level. Defaults to pricing with standard equipment for the category (if applicable) and trim that the advertiser designates.



# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	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

- Make: 15 characters max (including spaces), Model: 17 characters max (including spaces)

## Deliverables

- Name of Make
- Name of Model
- Impression Tag (optional - 1 per page)
- 2 Click Tags (make/model) *KBB will provide link to KBB.com page*

**All creative is subject to Kelley Blue Book approval.** Please submit all creative materials to [creative@kbb.com](mailto:creative@kbb.com).

