

The screenshot shows the Kelley Blue Book website interface. At the top, there is a blue header with the Kelley Blue Book logo and the text "Kelley Blue Book® The Trusted Resource". Below the header, there is a navigation menu with a hamburger icon on the left and a notification icon with the number "6" on the right. The main content area is divided into several sections:

- A section titled "Please add your additional options." with a list of four categories: "Mechanical", "Interior", "Exterior", and "Packages". Each category has a blue plus sign icon to its right.
- A sponsored advertisement for "Real-Time Traffic Information" with a "Learn more" link and a "Sponsored by" logo.
- A section titled "What is your vehicles condition?" with an information icon. Below the title, it says "Not sure? Take our quick condition quiz. Start here". There are three radio button options:
  - Fair 18% of cars we value
  - Good 54% of cars we value
  - Very Good 23% of cars we value

KBB.com's Advertising Specifications

# Owners Text Links National

**Note: Custom Ad Solution**

Last updated: August 3, 2018

## Related Solution(s)

- Early Intender Sponsorship Package - 2019
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Owners Text Links National



## Description

The Owners Text Link provide the choice of two native-looking options to capture in-market car shoppers along the Owners path.

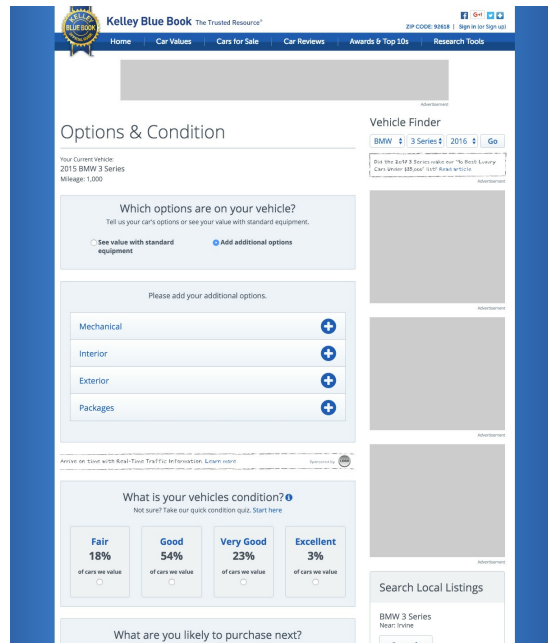
As owners are retrieving their current car's value, these text links integrate your new model organically into KBB.com content flow, creating awareness by introducing your new model by highlighting its strongest selling point, priming these motivated shoppers with what to look for in their next car.

A call to action drives leads by linking to your desired destination page

## Media Specifications

<b>Pages</b>	Owners
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available 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>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

# Owners Text Links

### TEXT LINK #1

- Runs down owners path and pricing pages
- 300 x 50
- 69 characters max (including spaces)
- CTA: 10 characters max (including spaces)

### TEXT LINK #2

- On owners option page only
- 654 x 50
- 99 characters max (including spaces)
- CTA: 10 characters max (including spaces)

### LOGO

- 55 x 30
- 15KB max file size
- PNG, GIF (non-animated)



# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	15 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• Please email <a href="mailto:creative@kbb.com">creative@kbb.com</a> for further information on spotlight ad opportunities.</li></ul>

## Deliverables

- call to action
- click tag
- copy
- impression tag
- logo

