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- 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 Regional

**Note: Custom Ad Solution**

Last updated: December 31, 2018



## Related Solution(s)

- Owners Text Links Regional



# Description

**Owners Text Links Regional** provides a native-looking option to capture in-market car shoppers along the Owners path.

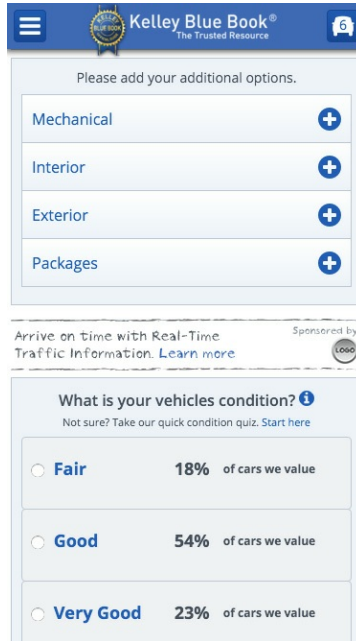
As owners are retrieving their current car's value, these links integrate your new model organically into KBB.com content, creating awareness by introducing your new model by highlighting its strongest selling point, priming these motivated shoppers with what to look for in their next car.

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>	DMA National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	15 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

# Tier 2 Owners Text Links

### TEXT LINK & LOGO

#### TEXT LINK

- Runs down owners path and pricing pages
- 300 x 50
- 69 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>	Third Party THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT
<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>

## Creative

### Dimensions

- 300x50

### Creative Assets

- Turnkey creative, no incremental copy and/or image assets required

## Deliverables

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

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

