

KBB.com's Advertising Specifications

# Owners Trade-Up to a New Car

**Note:** Custom Ad Solution

## Related Solution(s)

- Owners Trade-Up to a New Car (TUNC)
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National



# Description

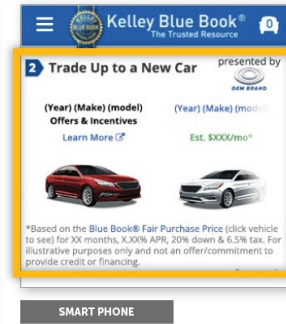
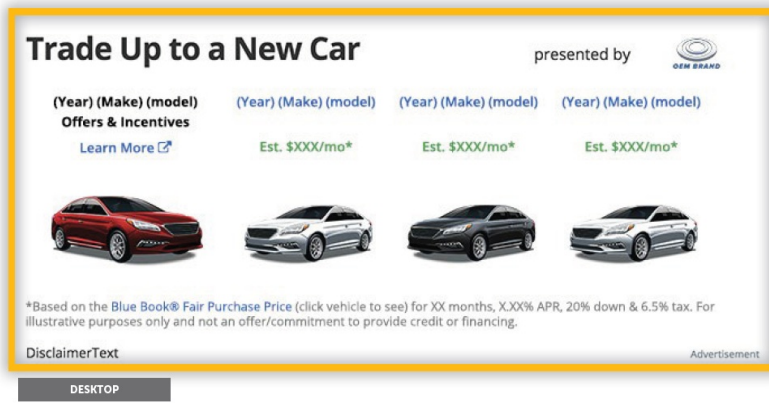
Sponsored presence in a dedicated site-tool that shoppers utilize to consider their next vehicle

- Target in-market owners with a relevant, native shopping tool that introduces vehicles they could trade up to
- Sponsored message clicks out to OEM site
- Additional featured models displayed along with estimated monthly payments for each featured model

## Media Specifications

<b>Pages</b>	Owners
<b>Duration</b>	1 month
<b>Share of Voice</b>	Retention exclusive: 100% impressions 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>Frequency capping details</b>	For direct buys, frequency capping is <i>unavailable</i>
<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 Trade-Up to a New Car Tile

**CREATIVE**

**VEHICLE IMAGE**

- Dimension: 143x86 (Desktop)
- Jelly Bean Vehicle Image: High resolution transparent background 3/4 angle, right facing car image
- File format: High resolution PNG

**OEM Logo**

- Dimension: 105 x 35 (Desktop)
- File format: PNG, Jpeg, EPS or gif

**TEXT**

- Header: Character limit 21 characters (includes spaces) per line, 2 lines max
- Call to Action: Character limit 16 characters (includes spaces)

**Vehicle Model List**

- Select up to 3 models to list
- Year, Model



# Ad Operations

<b>Ad Serving</b>	Site-served Third Party ad tags must support secure (https://) format
<b>Lead Time</b>	1 month
<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

- Custom

### File Format

- High resolution png

## Deliverables

- Click tag
- Jelly Bean1 (Trade Up Tile)**: High resolution transparent background 3/4 angel facing right
- OEM Logo**: PNG, JPEG, GIF (non-animate)
- Featured year, make, model

