

KBB.com's Advertising Specifications

Owners Trade-Up to a New Car

Note: Custom Ad Solution

Last updated: November 15, 2019

Related Solution(s)

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



Description

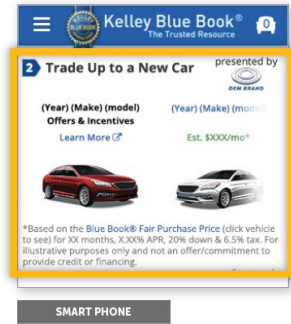
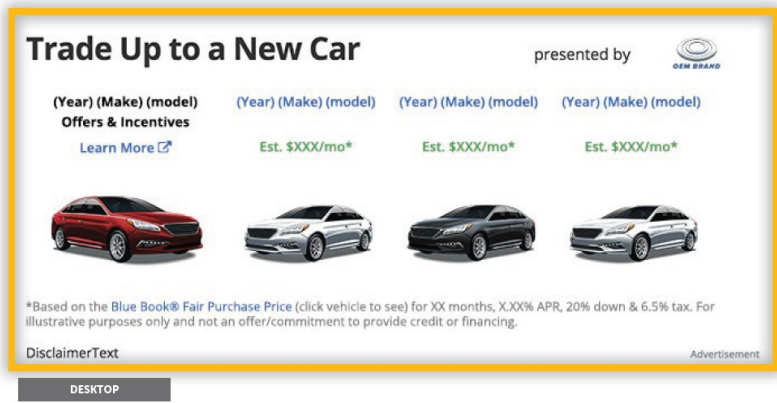
Sponsored presence in a dedicated site-tool that shoppers utilize to consider their next vehicle

- 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

Pages	Owners
Duration	1 month
Share of Voice	Retention exclusive: 100% impressions Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop Tablet Mobile
Frequency capping details	For direct buys, frequency capping is <i>unavailable</i>
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit 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





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
- Make, Model



Ad Operations

Ad Serving	Site-served Third Party ad tags must support secure (https://) format
Lead Time	1 month
Tracking	Impression tracking tag Click tracking tag
Additional Notes	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

