

KBB.com's Advertising Specifications



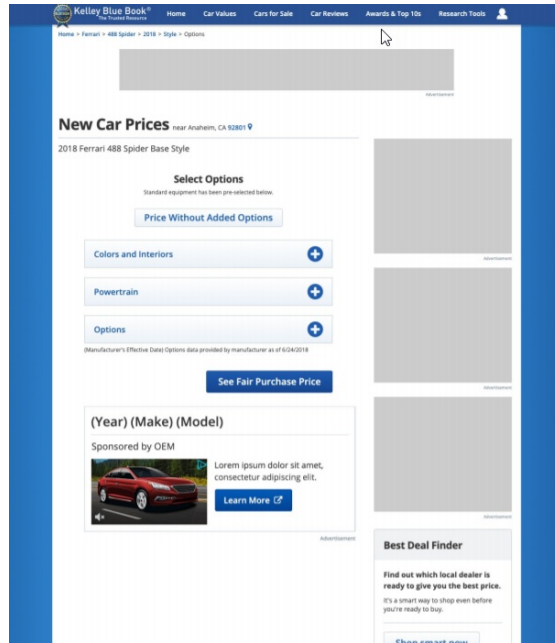
Programmatic Google Native STM Video

Note: Programmatic Native

Last updated: April 23, 2020







Detailed Specifications



Detailed Specifications

Headline

- Primary headline text (such as, article title)
- 25 characters max (with spaces)

Video

- MP4

Body

- Secondary body text (such as, article description)
- 90 characters max (with spaces)

Call-to-action

- Text that encourages user to take action (such as visit site)
- 15 characters max (with spaces)

Advertiser

- Text that identifies that advertiser (such as, advertiser or brand name, visible URL, etc.)
- 25 characters max (with spaces)

Optional Video Tag: Video

- The Video VAST response containing all necessary assets to play back a video ad



Deliverables

Deliverables includes:

- Impression tag
- Click tag
- Headline
- Primary headline text (such as, article title)
 - 25 characters max (with spaces)
- Video
- MP4
- Body
- Secondary body text (such as, article description)
 - 90 characters max (with spaces)
- Call-to-action
- Text that encourages user to take action (such as visit site)
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- Advertiser
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