

The screenshot shows the Kelley Blue Book website interface. At the top, there is a navigation bar with the logo and links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, and Research Tools. Below the navigation bar, the main content area features a 'Get Your Blue Book Value' section with a form to 'Tell Us Which Car You Own'. The form includes dropdown menus for Year, Make, and Model, a text input for Mileage (with '92618' entered), and a 'Next' button. To the right of the form is a video advertisement for a red car, with the text '(Year) (Make) (Model)' and 'The beauty of performance.' Below the video, it says 'Sponsored by' followed by the Kelley Blue Book logo and a 'Learn more' link. The page also contains several placeholder boxes labeled 'Advertisement'.

KBB.com's Advertising Specifications

# Programmatic Native Owners Sponsored Content Module Video

**Note: Video Ad Solution**

Last updated: August 5, 2019

## Related Solution(s)

- Programmatic: Private Auction

# Description

Video Requirements, includes details regarding Image, Headline, Caption, Landing Page URL, Logo, Optional: Tracking Pixel, Third Party Trackers

Video Assets: reference activation guide

## Media Specifications

<b>Pages</b>	Owners Section Landing Page
<b>Duration</b>	Any
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	N/A
<b>Lead Time</b>	Real time
<b>Volume</b>	<ul style="list-style-type: none"><li>• Will begin playing muted. Volume will only activate when user-initiated.</li><li>• If subtitles are required, they should be hard-coded on the video.</li></ul>
<b>Video Playback</b>	<ul style="list-style-type: none"><li>• The video player starts playing when 50% or more of the video pixels are in view and then continues to play.</li></ul>



## Video Requirements

### Image:

- minimum size: 1200x627px  
maximum width/height: 2000px  
aspect ratio: 1.91:1

### Headline:

- Short: 25 characters (may truncate after)  
Long: 50 characters

### Caption:

- Short: 90 characters (may truncate after)
- Long: 150 characters

### Landing Page URL:

- Provide a page you wish to drive traffic to

### Logo:

- Format: JPEG/transparent PNG recommended  
Size: 100x100px to 2000px (Max 1200 KB)

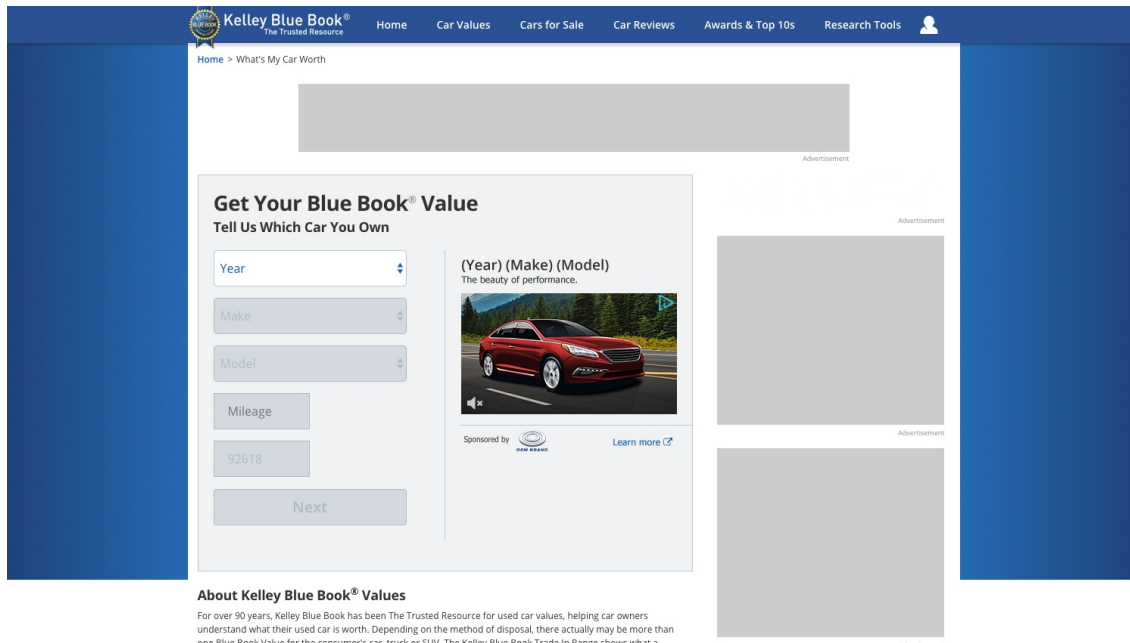
### Tracking Pixel (optional):

- Please provide impression tracking when uploading

### Third Party Trackers (optional):

- All third party trackers are accepted as long as they are a 1x1 image tag





## Detailed Specifications

# Programmatic Native Owners Sponsored Content Module Video

### Hero Image, Logo, Headline

#### HERO IMAGE

- 285 x 160
- 52KB max file size
- PNG

NOTE: Critical image content must exist within the 300 x 150 content safe area.

#### LOGO

- 95 x 35
- 15KB max file size
- PNG, GIF (non-animated)

#### HEADLINE

- 28 characters max

• 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.

### Copy, Call to Action

#### COPY

- 50 characters max (including spaces); may split over two lines.

#### CALL TO ACTION

- 18 characters max (including spaces)

# Ad Operations

<b>Lead Time</b>	Real time
<b>Tracking</b>	Impression tracking tag Click tracking tag

## Creative

### Dimensions

- 1x1

## Deliverables

- Hero Image
- Header Text
- Body Text
- Logo
- Call-to-action (CTA) Text
- Impression tracking tags (optional)
- Click-tracking tags (optional)

All creative is subject to Kelley Blue Book approval.

