

The screenshot shows the Kelley Blue Book website interface. At the top, there is a navigation bar with the KBB logo and links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, and Research Tools. Below the navigation bar, the page title is 'Home > What's My Car Worth'. The main content area features a large grey placeholder for an advertisement. Below this, there is a section titled 'Get Your Blue Book Value' with the subtext 'Tell Us Which Car You Own'. This section contains a form with dropdown menus for Year, Make, and Model, a text input for Mileage, and a 'Next' button. To the right of the form is an advertisement for a red car with the text 'The new (Year) (Make) (Model) The beauty of performance.' and a 'Learn more' link. Below the advertisement, there is a 'Sponsored by' logo for 'OEM BRAND'. At the bottom of the page, there is a section titled 'About Kelley Blue Book Values' with a paragraph of text explaining the service. To the right of this section, there is another 'Advertisement' placeholder and a 'Check Used Car History' button with the text 'Need a vehicle history? Find it here.'



KBB.com's Advertising Specifications

# Programmatic Native Owners Sponsored Content Module

**Note: Programmatic Native**

Last updated: February 28, 2020

## Related Solution(s)

- Programmatic: Private Auction



# Description

Adaptive/Responsive Native integration/ sponsored placement located next to the start of the Owners experience

The **Native Owners Sponsored Content Module** provides the OEM with the choice of two unique, native-looking design options to capture motivated, in-market shoppers along the Owners path, one of the most highly trafficked on KBB.com.

Option A: feature vehicle image, name, tag line, logo and call-to-action

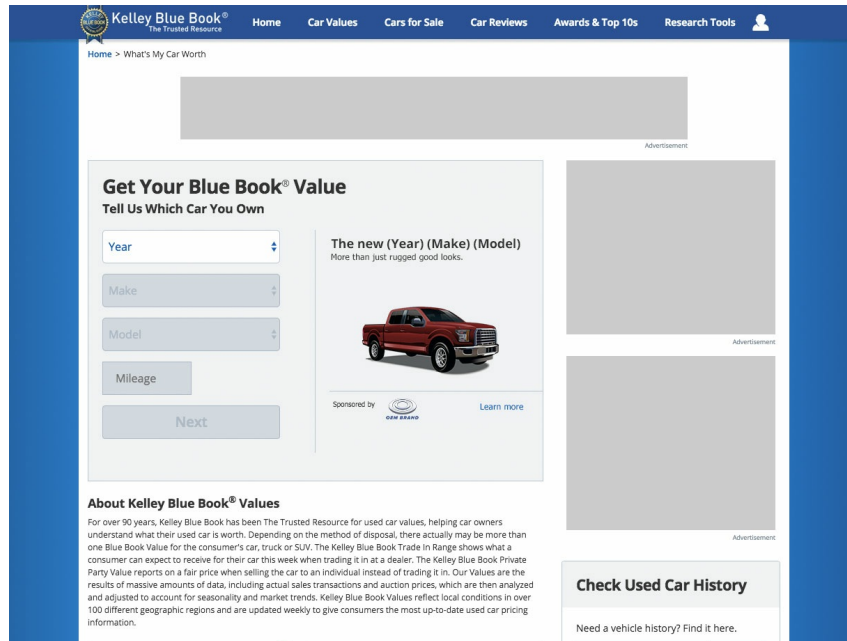
Option B: the feature vehicle image within a Thought Bubble icon, name, tag line, logo and call-to-action

This high profile, cross-platform solution is located directly adjacent to the start of the Owner's experience. This "can't miss" positioning injects your model into the consideration set of shoppers at the beginning of their journey. A call to action drives leads by linking to OEM's desired destination page or to the vehicle description page on KBB.com.

# Media Specifications

|                       |   |
|-----------------------|---|
| <b>Pages</b>          | Owners Section Landing Page                                 |
| <b>Duration</b>       | Half-month, 1st-15th or 16th to month-end<br>1 week minimum |
| <b>Share of Voice</b> | Sponsorship, Exclusive: 100% of 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<br>Tablet<br>Mobile                                 |





## Detailed Specifications

# Native Owners Sponsored Content Module

### 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

### COPY

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

### CALL TO ACTION

- 18 characters max (including spaces)



# Ad Operations

## Ad Serving

Site-served

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

- 305x225

### File Format

- High resolution png

## Deliverables

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

