



New Car Spotlight

2019 Monarch Crew Cab
This car is tough, rugged and loaded with tech
[Learn More](#)




Options Shown

2019 Zenith 2000
Seats eight, spacious interior, sips gas
[See Details](#)



Legal

2019 Genero Deluxe S
Comfortable and quiet with quality amenities
[Discover More](#)



Advertisement

KBB.com's Advertising Specifications

Programmatic Spotlights - Interior Pages

Last updated: April 23, 2019

Related Solution(s)

- Programmatic: Private Auction
- Master 2019 Ad Solutions Glossary - National



Media Specifications


Pages

Car Values Homepage
New Car Homepage
Applicable Category Pages
Rotation across new car content such as news, car-buying resources, and tools




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Detailed Specifications

Programmatic Spotlights - Interior Pages

HEADLINE

17 characters max per line (including spaces); 1 line max

BODY COPY

30 characters max per line (including spaces); 2 lines max

CALL TO ACTION

22 characters max (including spaces and arrow symbol)

IMAGE

- 120 x 70
- 20KB max file size
- GIF, JPG, PNG

Note: All creative is subject to Kelley Blue Book approval.



Deliverables

- Image
- Headline
- Body Copy
- Call to Action Copy

