

The screenshot displays 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, a breadcrumb trail reads 'Home > Ferrari > 488 Spider > 2018 > Style > Options'. The main content area features a 'New Car Prices' section for a '2018 Ferrari 488 Spider Base Style' near Anaheim, CA. This section includes a 'Select Options' form with buttons for 'Colors and Interiors', 'Powertrain', and 'Options'. A 'See Fair Purchase Price' button is also present. Below the form is a sponsored video advertisement for a red car, with a 'Learn More' button. To the right of the main content, there are several placeholder boxes labeled 'Advertisement'. At the bottom right, there is a 'Best Deal Finder' section with a 'Shop smart now' button.

KBB.com's Advertising Specifications

# Programmatic Video: Shopping Tools Module

**Note: Programmatic Ad Solution**

Last updated: August 5, 2019

## Related Solution(s)

- Programmatic: Private Auction



## Description

COX Automotive offers a turnkey video ad solutions that provides advertisers the ultimate flexibility in posting their creative assets live. Unlike more traditional types of online advertising (such as display or search), consumers have a higher propensity to interact with video ads. 85% of people say they want to consume more video from brands willing to offer it to them (source: [Hubspot.](#))

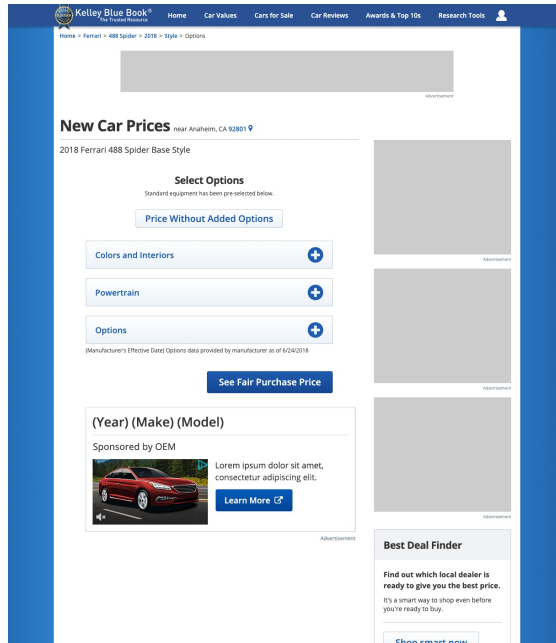
## Media Specifications

<b>Pages</b>	Run of Video: Entire Site
<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>	Site-served, agency tracking tags optional
<b>Lead Time</b>	Real time
<b>Video Requirements</b>	<p>Image:</p> <ul style="list-style-type: none"><li>• minimum size: 1200x627px</li><li>• maximum width/height: 2000px</li><li>• aspect ratio: 1.91:1</li></ul> <p>Headline:</p> <ul style="list-style-type: none"><li>• Short: 25 characters (may truncate after)</li><li>• Long: 50 characters</li></ul> <p>Caption:</p> <ul style="list-style-type: none"><li>• Short: 90 characters (may truncate after)</li><li>• Long: 150 characters</li></ul> <p>Landing Page URL:</p> <ul style="list-style-type: none"><li>• Provide a page you wish to drive traffic to</li></ul> <p>Logo:</p> <ul style="list-style-type: none"><li>• Format: JPEG/transparent PNG recommended</li><li>• Size: 100x100px to 2000px (Max 1200 KB)</li></ul> <p>Tracking Pixel (optional):</p> <ul style="list-style-type: none"><li>• Please provide impression tracking when uploading</li></ul> <p>Third Party Trackers (optional):</p> <ul style="list-style-type: none"><li>• All third party trackers are accepted as long as they are a 1x1 image tag</li></ul>



<b>Creative Assets</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Video</li><li><input type="checkbox"/> Logo</li><li><input type="checkbox"/> Headline and Caption</li><li><input type="checkbox"/> Click-through URL</li></ul>
<b>Volume</b>	<ul style="list-style-type: none"><li>• Will begin playing muted. Volume will only activate when users initiated.</li><li>• If subtitles are required, they should be hardcoded on the video.</li></ul>
<b>Video Playback</b>	<p>The video player starts playing when 50% or more of the video pixels are in view and then continues to play.</p>





Detailed Specifications

# Shopping Tools Module Video

## YEAR/MAKE/MODEL

30 character max including spaces

## VEHICLE IMAGE (Clickable)

Left-facing, 3/4 angle image

240 x 120

40KB max file size

GIF, JPG, PNG

Transparent/white background

## LOGO IMAGE (Clickable)

110 x 30 (maximum available)

20KB max file size

GIF, JPG, PNG

Transparent/white background

## LINK LIST

26 character max including spaces per line

Up to 6 clickable marketing messages; minimum of 3



# Deliverables

- Hero Image
- Header Text
- Subhead Text
- CTA Text
- Link list
- Impression tracking tags (optional)
- Click-tracking tags (optional)
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All creative is subject to Kelley Blue Book approval.

