

KBB.com's Advertising Specifications

Section Landing Page Hero

Note: Custom Ad Solution

Last updated: April 7, 2020



Related Solution(s)

- Research Sponsorship
- Shoppers Sponsorship
- Section Sponsorships > National



Description

The **Section Landing Page Hero** ad unit gives advertisers a prime opportunity to reach a large in-market audience immediately.

This “can’t-miss” placement remains in a persistent location directly adjacent to the site’s primary navigation, ensuring focus on your brand. Plus it’s built to look native, creating the look and feel of natural content.

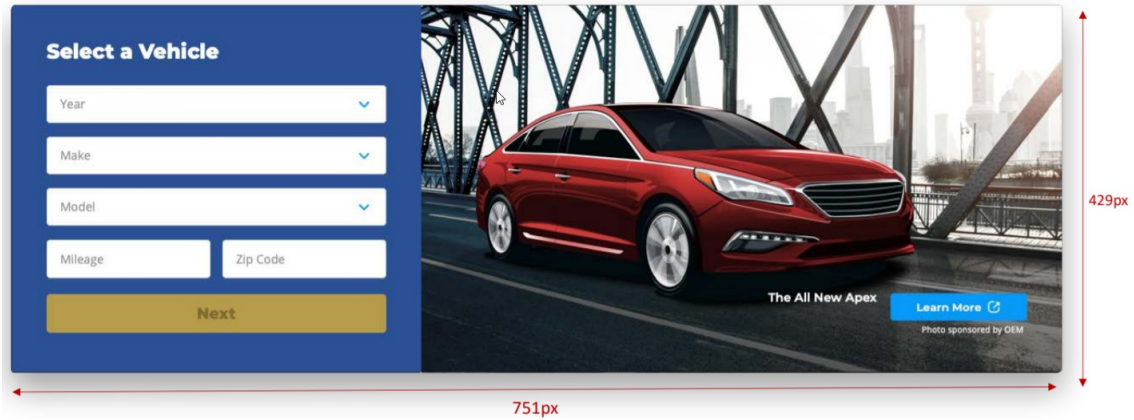
In addition, this cross-platform unit automatically adapts to the visitor’s screen size, creating a seamless experience across desktop, tablet and smartphone, increasing awareness of your message across all devices.

- *Shoppers Sponsorship Runs on*
 - <https://www.kbb.com/car-values/>
 - <https://www.kbb.com/car-prices/>
- *Research Sponsorship Runs on*
 - <https://www.kbb.com/whats-my-car-worth/>
 - <https://www.kbb.com/car-research/>
 - <https://www.kbb.com/car-reviews/>

Media Specifications

Pages	Car Prices Car Research Car Values Owners Section Landing Page (What's My Car Worth)
Duration	1 week (Wed-Tue)
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional Third Party
Lead Time	10 business days
Device	Desktop Tablet Mobile
Frequency capping details	For direct buys, frequency capping is unavailable





Detailed Specifications

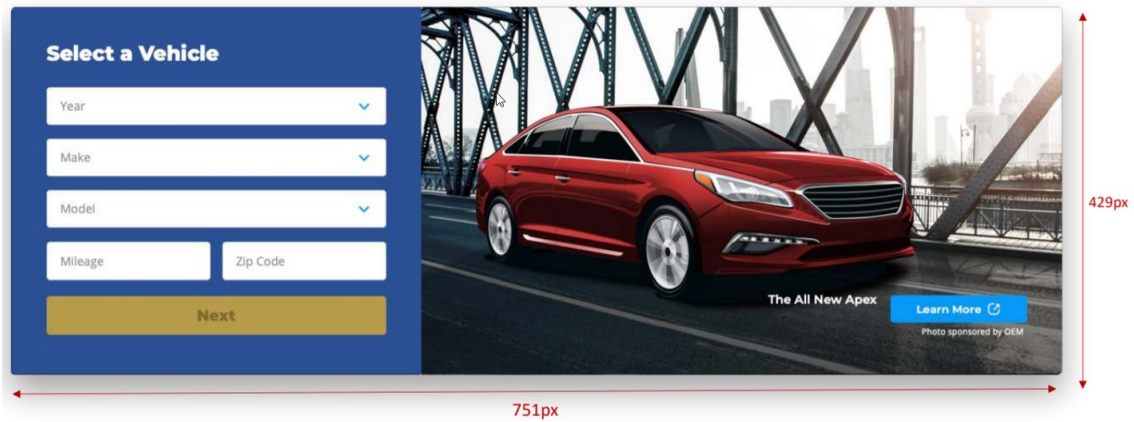
Section Landing Page Hero

CREATIVE

- 751×429 (Lifestyle image with vehicle adjusts to render across devices) Vehicle image must be placed within 375×275 safe zone*
Note: mobile dimensions are rendered at 415 x 197
 - Safe zone desktop/tablet: 600×323
 - Safe zone mobile: 260×106
- Right-facing car image used for all viewports
- File format: High resolution PNG
- Year, Make, Model (Year Optional)
- CTA Button Color: black or white with contrasting choice of white or black text, only
- NO website or website imagery is allowed in hero
- Client/brand logos must be smaller than the KBB.com logo (110×30)

* Safe zone implies that imagery will not be covered when scaled to accommodate smaller screen sizes. Right align content and adhere to safe zone to ensure your image is seen on desktop and tablet viewports.





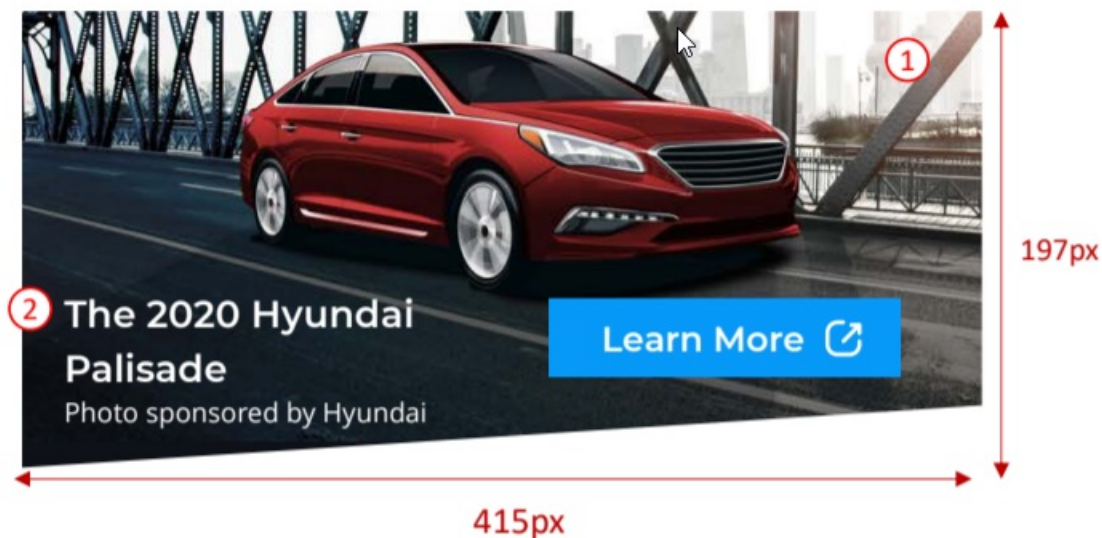
Detailed Specifications

Section Landing Page Hero: Desktop Image/Copy Requirements

Desktop Image/Copy Requirements

1. Image - .png or jpeg 751w x 429h (minimum), right facing image (only for vehicles)
2. Copy - character count 20 max





Detailed Specifications

Section Landing Page Hero: Mobile Image/Copy Requirements

Mobile Image/Copy Requirements

1. Image – .png or .jpeg 415w x 197h, right facing image (vehicles only)
2. Copy – character count 20 max





Detailed Specifications

Section Landing Page Hero: Desktop Safe Zone

Creative File Dimensions

600x323





Detailed Specifications

Section Landing Page Hero: Mobile Safe Zone

Creative File Dimensions

260x106

Ad Operations

Ad Serving	Site-served Third Party
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	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, including website data and user behavioral data, without the prior written consent of KBB.

Creative

Dimensions

- 751x429
- 300x250

Deliverables

Deliverables include:

- Hero Image for Desktop
- Hero Image for Mobile
- (1) 1x1 impression tag
- (1) Click tag
- (1) Third party tag for the 300x250 that will serve on desktop/mobile

