

KBB.com's Advertising Specifications

Pre-roll Video by Segment/by Run-of

Note: Custom Ad Solution

Last updated: October 2, 2017

Related Solution(s)

- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Pre-roll Video by Segment/by Run-of > National > 2019



Description

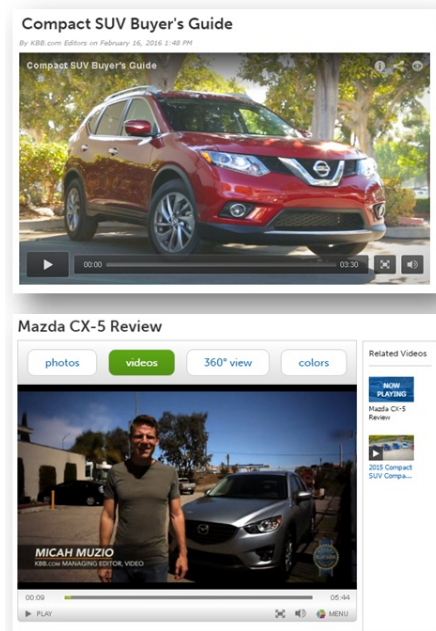
The Segment Video provides a unique marketing opportunity by featuring your brand's relevant video content within KBB.com's Path, Pricing, and award-winning Editorial pages. Targeting users based on segment grows awareness and triggers consideration for your brand among quality, in-market audiences.

While Segment Video is more targeted, Run-of Video takes a broader approach by utilizing available units site-wide for maximum exposure. This blanket approach grows awareness and consideration with flexible impression volumes.

Media Specifications

Pages	Run of Video: Entire Site Segment Video: Editorial Pages, New Car & Used Car Category Landing Pages, All Pricing Pages
Duration	3 month minimum
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional Third Party
Lead Time	10 business days
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio.</p> <p>Additional details</p> <p>The new guidance creates a more positive user experience by maximizing page load performance. This should also improve the performance of the ad. In addition to new initial load and sub-load max weights, the LEAN guidance dictates the following:</p> <ul style="list-style-type: none">• Use lightweight file loads during initial load of the page• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load• Use sub-load for rendering ad experiences that require heavy file weights• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10• Make user initiation required for ad functionality that needs large file downloads





Detailed Specifications

Video Pre-Roll

OPTION 1: Third Party Served

- 16:9 aspect ratio
- 15 or 30 seconds
- VAST compliant ad tag
- MP4 preferred

OPTION 2: Site-Served

- 16:9 aspect ratio
- 15 or 30 seconds
- Supply URL to where video is hosted
- Impression tag
- Click tag
- MP4 preferred



Ad Operations

Ad Serving	Site-served Third Party
Lead Time	10 business days
Additional Notes	<p>THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT</p> <p>Segments include:</p> <ul style="list-style-type: none">• Entry Luxury Cars• Hybrid/Electric/Diesel• Luxury cars (Midsize and high-end)• Luxury SUV/CUV• Mid to Full-Size Cars (Segments include sedan, hatchback, wagon, coupe and convertible)• Mid to Full-size SUV/CUV/Minivan/Van• Small Cars (Class includes subcompact and compact. Segments include sedan, hatchback, wagon, coupe, and convertible.)• Small SUV/CUV <p>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.</p>

Creative

Dimensions

- 16:9 aspect ratio

Deliverables

OPTION 1: THIRD-PARTY SERVED

- VAST Compliant Ad Tag

OPTION 2: SITE-SERVED

- Video Files
- Impression Tag
- Click Tag(s) (1 per exit)

