

## Get More for Less

Sponsored by  OEM BRAND

Compare with a new (Year) (Make) (Model)



**197 Horsepower**  
(Year) (Make1) (SUV)

**170 Horsepower**  
(Year) (Make2) (SUV)

[Visit OEM.com](#) 

Legal



KBB.com's Advertising Specifications

# Shopping Tools Module - Direct Compare

**Note:** Custom Ad Solution

## Related Solution(s)

- Retention/Conquest Package - 2020
- Retention Package
- Retention/Conquest Package
- Certified Pre-Owned (CPO) Sponsorship Package
- Sub-Segment Consideration Package



## Description

The **Direct Compare Shopping Tool Module** lets you go head-to-head with your competitors and win every time. The Direct Conquest Shopping Tools Module calls out your vehicle's greatest competitive advantage – price, MPG, horsepower, towing capacity, technology, warranty or other key selling points – driving home a compelling reason to consider your make and model over the competition.

## Media Specifications

<b>Pages</b>	New Owners
<b>Duration</b>	3 month minimum
<b>Share of Voice</b>	Conquest exclusive: 100% impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days revisions 1x/qtr
<b>Device</b>	Desktop Tablet Mobile
<b>Frequency capping details:</b>	For direct buys, frequency capping is <i>unavailable</i>



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### Detailed Specifications

# Shopping Tools Module Direct Compare

#### Header Text

20 character max including spaces

#### SUBHEAD TEXT

50 character max including spaces  
Must include year/make/model

#### 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

#### Additional Notes

OEM may select comparison based on MSRP, MPG, horsepower, torque, engine size, towing capacity, warranty, or other comparison point pending KBB approval.

#### CHECKED ITEM

##### Data point

15 character max including spaces

##### Year/Make/Model

30 character max including spaces

#### UNCHECKED ITEM

##### Data point

15 character max including spaces

##### Year/Make/Model

30 character max including spaces

#### CALL TO ACTION

30 character max including spaces  
(CTA must include website URL)



## More Shopping Tools

presented by



### 1 2013 Chevrolet Cruze

\*Options shown.

Legal

• [Request a quote](#)

Detailed Specifications

# Legal Overlay

## LEGAL TEXT

320 character max including spaces

**Note:** Legal text is at the discretion of the advertiser, depending on information chosen



# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	<ul style="list-style-type: none"><li>• 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.</li></ul>

## Creative

### Dimensions

- 472x250

### Creative Assets

- Vehicle Image with high resolution transparent background 3/4 angle car image used for smartphone view

## Deliverables

- call to action
- click tracking tags (optional)
- impression tracking tag (optional)
- legal text (optional)
- logo image
- subhead text
- three bullets
- vehicle image

