

3 Shop for Your Next Car

Browse photos, read reviews, see pricing and more.


New

Make

Model


Take a Look

Similar Vehicles




(Year) (Make) (Model)
Special Offers & Incentives
[See Offers](#)

Sponsored



(Year) (Make) (Model)



(Year) (Make) (Model)



KBB.com's Advertising Specifications

Similar Vehicles Shop for Your Next Car (SYNC)

Note: Custom Ad Solution

Related Solution(s)

- Similar Vehicles: Shop for Your Next Car (SYNC)
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National



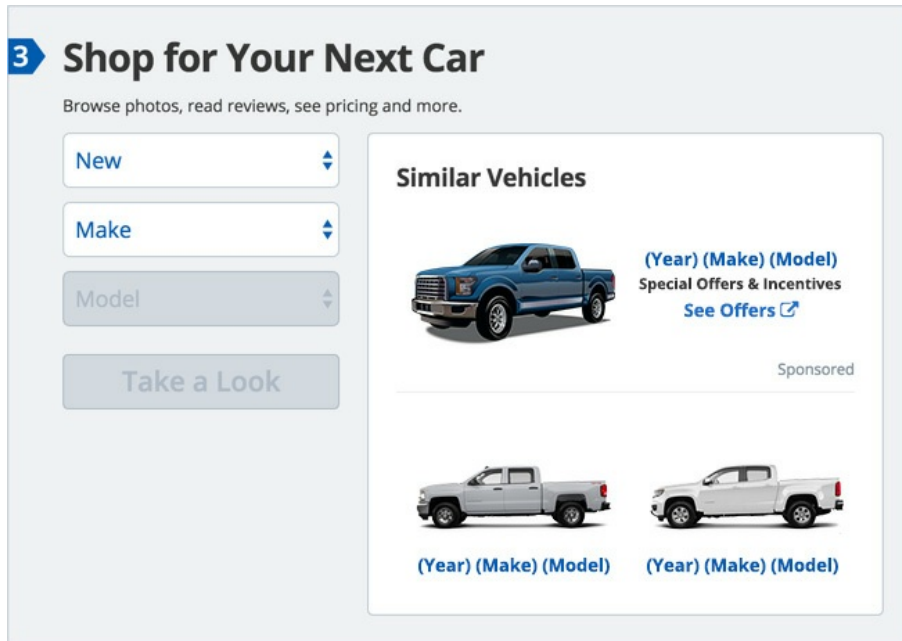
Description

Create awareness for your model by highlighting your model within the shopper navigation module. Demonstrate how your model compares to other similar models.

Media Specifications

Pages	Owners
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions Retention exclusive: 100% impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop Tablet Mobile
Frequency capping details	For direct buys, frequency capping is unavailable
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

Similar Vehicles: Shop for Your Next Car (SYNC)

CREATIVE

- **Dimension:** 152 x 102 (Desktop)
- **Jelly Bean Vehicle Image:** High resolution transparent background side view, left facing car image
- **File format:** High resolution PNG

TEXT

DESKTOP:

- **Header:** Character limit 20 characters (includes spaces), 1 line only
- **Font:** Open Sans Bold, Size: 11 px, Color: #005cb0
- **Body:** Character limit 25 characters (includes spaces), 1 line only
- **Font:** Open Sans Bold, Size: 11 px, Color: #333333
- **CTA:** Character limit 16 characters (includes spaces)
- **Font:** Open Sans Bold, Size: 11 px, Color: #005cb0
- **Sponsored:** Font: Open Sans Regular, Size: 11px, Color: #7E8B98



Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- 152x102

File Format

- High resolution png

Deliverables

- Jelly Bean (Similar Vehicle Unit): High resolution transparent background side angel facing left
- Click tag
- Featured year, make, model
- Text
- Header: 20 max
- Body: 25 max
- CTA: 16 max

