

KBB.com's Advertising Specifications



# Smartphone MMA 300x50 and 300x250

**Note:** Mobile Standard MMA

Last updated: February 28, 2020

## Related Solution(s)

- Market Awareness & Mobile Awareness > Regional
- Medium Rectangle + Mobile MMA
- Shoppers Sponsorship
- Master 2020 Ad Solutions Glossary - National
- Run Of > Regional



## Description

KBB Mobile puts your brand in the hands of millions of on-the-go in-market car shoppers.

Through our innovative suite of mobile ad products, your brand can target a rapidly growing, unique audience of car shoppers with timely, relevant, optimized messages – engaging buyers at their most critical decision points.

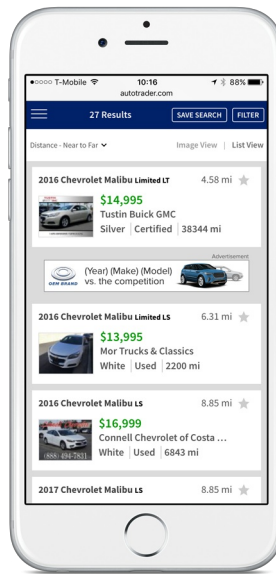
Options include run of mobile as well as refined category targeting.

Advertisers also have the opportunity to upgrade to the larger 300 x 250 Medium Rectangle (MREC) for even greater impact.

## Media Specifications

<b>Pages</b>	Run of Mobile Applicable Category Pages
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Third Party, Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>Device</b>	Mobile
<b>LEAN Ad Guidelines</b>	<p>KBB follows IAB LEAN guidelines. Here are some examples:</p> <ul style="list-style-type: none"><li>• <b>Audio:</b> Audio in ads should be muted. To allow for audio initiation in ads, a control may be included for the user to initiate audio.</li><li>• <b>CPU Load:</b> Ads should be developed to perform smoothly and not interfere with site or app performance. 30% CPU load max (based on the average CPU of the user base) per active ad.</li><li>• <b>Maximum number of host-initiated file requests:</b> Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated sub-load and user initiated loads.</li><li>• <b>Shared Libraries and Resources:</b> Browser caching capabilities benefit all parties by eliminating the need to download previously requested resources that already exist on the user's device. Advertisers (Creative developers) are encouraged to take advantage of browser caching functionality by linking to shared libraries hosted on the Ad Serving party's (Publisher ad server or third-party ad server) domain that are used across campaigns.</li></ul> <p>Please refer to <a href="#">IAB New Ad Portfolio</a> for full details.</p>





## Detailed Specifications

# Smartphone 300x50 MMA Ad

### STATIC BANNER

- 300 x 50
- PNG, JPG, GIF (non-animated)
- 12KB max file size

### RICH MEDIA BANNER

- 300 x 50
- HTML5, JavaScript, GIF
- **Animation:** 15 seconds max
- **Initial load:** 50KB max file size
- **Sub-load:** 100KB max file size

**Note:** We recommend a minimum font size of 8pt (11px) - 16pt (21px) for submitted creative.





Detailed Specifications

# Medium Rectangle (MREC) Premium Upgrade

## STATIC MEDIUM RECTANGLE

- 300 x 250
- PNG, JPG, GIF (non-animated)
- 25KB max file size

**Note:** MREC will not be served in position 1 at the top of the page.



# Ad Operations

<b>Ad Serving</b>	<p>Site-served Third Party</p> <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> <ul style="list-style-type: none"><li>• Only one impression tag used</li><li>• Only one click command used</li><li>• Only one third party tag</li><li>• Agency tracking tags (optional)</li><li>• Vendors must be accepted by KBB (see list above)</li><li>• Rich Media must be user initiated</li></ul> <p>All creative is subject to Kelley Blue Book approval. Please submit all creative materials to <a href="mailto:creative@kbb.com">creative@kbb.com</a>.</p>
<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><li>• Only one impression tag used</li><li>• Only one click command used</li><li>• Only one third party tag</li><li>• Agency tracking tags (optional)</li><li>• Vendors must be accepted by KBB (see list above)</li><li>• Rich Media must be user initiated</li></ul>

## Creative

### Dimensions

- 300x50
- 300x250

### File Format

- High resolution png

## Deliverables

### Site Served

- Static OR Rich Media Banner (rich media option does not apply to 300 x 250 upgrade)
- Click Tag (optional)
- Impression Tag (optional)



**Third Party Served**

Third party Tag

