

KBB.com's Advertising Specifications



Smartphone Consideration Module

Note: Custom Ad Solution

Last updated: October 17, 2018

Related Solution(s)

- Shopping Tools Module Cross-Platform National
- Master 2020 Ad Solutions Glossary - National
- Regional: Shopping Tools Module/Smartphone Consideration Module>Regional



Description

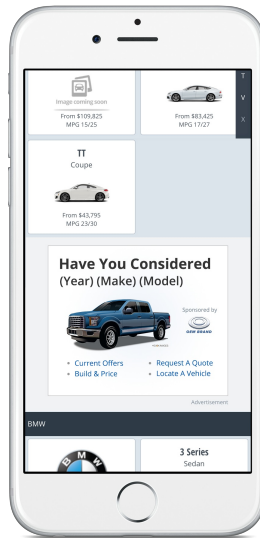
The **Smartphone Consideration Module** provides OEMs with a unique, cost-efficient opportunity to capture relevant shoppers by injecting a car model along the path to politely disrupt the site experience and influence an undecided consumer.

The **Smartphone Consideration Module** presents a model for consideration and contains up to four links near the bottom of the module, each one a call-to-action that drives leads by linking to OEM's desired destination page.

Media Specifications

Pages	New Owners
Duration	3 month minimum
Share of Voice	Retention exclusive: 100% impressions Retention non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	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

Smartphone Consideration Module

YEAR/MAKE/MODEL

- 23 characters max (including spaces)

VEHICLE IMAGE (Clickable)

- 360 x 200 (retina)
- 50KB max file size
- GIF, JPG, PNG
- Transparent/white background

LOGO IMAGE (Clickable)

- 120 x 56 (retina)
- 35KB max file size
- GIF, JPG, PNG
- Transparent/white background

LINK LIST

- 16 characters max per link (including spaces); up to 4 text links

Additional Notes

Standard assets may be used, but for maximum effectiveness we highly recommend using retina images.



Ad Operations

Ad Serving

Site-served

THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT AS OF 10/01/2016

Creative

Dimensions

- 300x250

Deliverables

- Year/Make/Model
- Vehicle Image
- Logo
- (Up to) 4 Text Links
- Impression Tag (optional)
- Click Tags (optional)

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.

