

New Car Spotlight

2019 Monarch Crew Cab

This car is tough, rugged and loaded with tech

[Learn More](#)



Options Shown

2019 Zenith 2000

Seats eight, spacious interior, sips gas

[See Details](#)



Legal

2019 Genero Deluxe S

Comfortable and quiet with quality amenities

[Discover More](#)



Advertisement



KBB.com's Advertising Specifications

Spotlights Interior Pages

Note: Custom Ad Solution

Last updated: January 28, 2020

Related Solution(s)

- Sub-segment - 2020
- New Car Spotlight Package - 2019
- Master 2020 Ad Solutions Glossary - National
- Master 2019 Ad Solutions Glossary - National
- Section Spotlights > National



Description

The **Spotlight** is a custom ad unit that integrates with page content and permanently features your vehicle on KBB.com interior pages. Our Spotlight offering lets you capture attention and influence shoppers early in the process. Because they can link directly to your OEM website, Spotlight ads also help you to educate car buyers on your entire line-up.

Spotlight ads are assembled by Kelley Blue Book and then returned to the advertiser for entry into an ad-serving system. If, however, the advertiser elects to use a disclaimer in the ad, you must submit all of your assets to Kelley Blue Book so that KBB.com can build the ad and enter it into the system directly. You're entitled to one creative per flight with a limit of one click-through URL.


Media Specifications

Pages	Applicable Category Pages Car Values Homepage New Car Homepage Rotation across new car content such as news, car-buying resources, and tools
Duration	1 month
Share of Voice	100% impressions (Each advertiser rotates evenly between all three positions within the module)
Geography	National
Ad Serving	Third Party, disclaimer version is site served
Lead Time	10 business days
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad 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




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Detailed Specifications

 **Spotlights - Interior Pages**

HEADLINE

- 40 characters max per line (including spaces)

BODY COPY

- minimum of 30 characters and a maximum of 45 characters including spaces
- 2 lines maximum

CALL TO ACTION

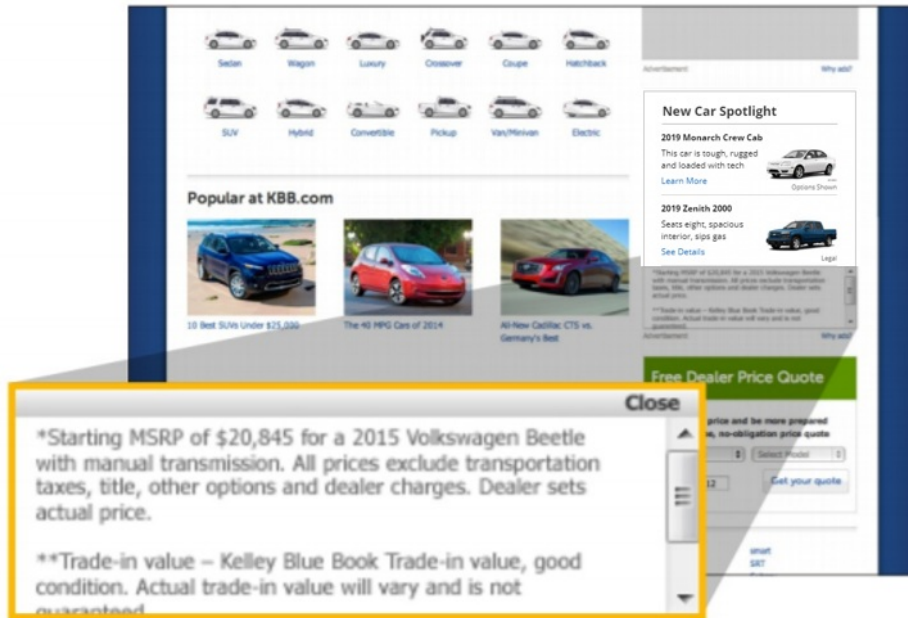
- 22 characters max (including spaces)
- Default CTA: See more

VEHICLE IMAGE

- 120 x 60px
- 20KB max file size
- GIF, JPG, PNG

Note: 3/4 left facing vehicle image preferred





Detailed Specifications

Spotlights - Legal Overlay (optional)



Ad Operations

Ad Serving	Third Party
Lead Time	10 business days
Additional Notes	<p>THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT</p> <ul style="list-style-type: none">• 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.• Please email creative@kbb.com for further information on spotlight ad opportunities.

Creative

Dimensions

- 300x100

Deliverables

- Vehicle Image
- Headline
- Body Copy
- Call to Action Copy
- Legal Copy (optional)
- If ad has legal, please provide click and impression tags
- Third-Party Ad Tags

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

