

**More Research Tools**  
2020 Chevrolet Silverado 2500  
presented by  **OEM BRAND**



- Awards
- Safety
- Technology
- Features



KBB.com's Advertising Specifications



# T1 Retention MREC Research Tools (STMrec)

**Note: Standard Ad Solution**

Last updated: January 2, 2020

## Related Solution(s)

- Retention/Conquest Package - 2020
- Medium Rectangle + Mobile MMA - 2020
- Master 2020 Ad Solutions Glossary - National
- Run Of: > National



# Description

The Tier 1 Retention Research Tools STMrec is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its native look and feel.

This particular ad unit emphasizes the user's natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions.

The intent of the template options enable advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

# Media Specifications

<b>Pages</b>	Retention Make/Model
<b>Duration</b>	1 month
<b>Share of Voice</b>	Retention non-exclusive: less than 100% of available impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet Mobile
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">I AB New Ad Portfolio</a>.</p> <p><b>Additional details</b> 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"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul>





#### Detailed Specifications

# T1 Retention More Research Tools

#### Header Text

Default text: **More Research Tools**

Please set head as default (optionally, headline may change and take up to 19 characters).

#### Subhead Text

Year Make Model

23 characters wide

#### Vehicle Image

Jellybean

206 pixels wide x 90 pixels tall

#### Logo Image

114 pixels wide x 15 pixels tall (logo will always flush left to the container)

#### CTA #1 - 3 (optional 4)

Minimum 3 Call to Actions (CTAs) required, 4 optional. One click-tracker needed for each CTA.



# Ad Operations

<b>Ad Serving</b>	Site-served
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag

## Creative

### Dimensions

- 300x250

### Creative Assets

- Refer to media specification details
- High Resolutions PNG (transparent)

### File Format

- Refer to media specification details

## Deliverables

- Logo
- CTA
- Vehicle Header
- Click tag
- 1x1 impression tag

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to [creative@kbb.com](mailto:creative@kbb.com).

