

KBB.com's Advertising Specifications



# T2 Retention MREC - Featured Deal Incentives

**Note: Standard Ad Solution**

Last updated: November 15, 2019

## Related Solution(s)

- Medium Rectangle + Mobile MMA - 2020
- Regional: Shopping Tools Module/Smartphone Consideration Module>Regional



## Description

The Tier 2 Retention MREC is designed to not only capture shoppers who are ready-to-buy, but it also builds credibility and trust with its native look and feel.

This particular ad unit features a combination of imagery and strong messaging. This tandem powerhouse creates a favorable perception of your brand through photography while maximizing opportunity to drive shopping actions with its bold "Featured Deal" messaging.

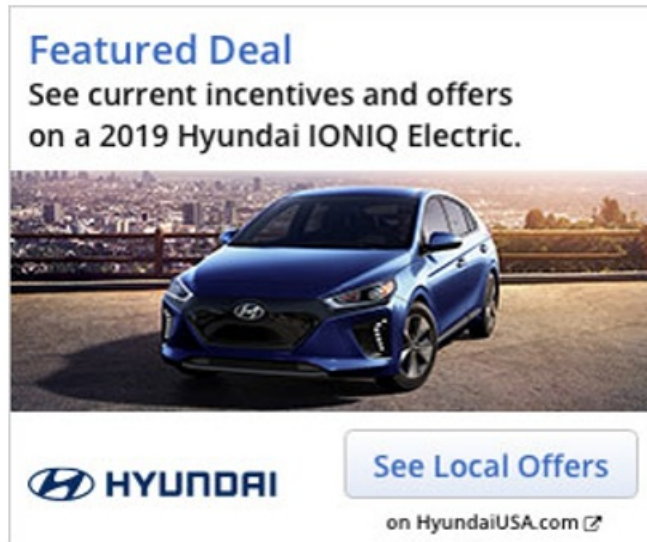
The Tier 2 Retention MREC is the perfect ad product to build quick awareness among the right shoppers in the right context for your model incentives.

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 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> <p>KBB follows IAB LEAN guidelines. Here are some examples:</p> <ul style="list-style-type: none"><li>• Audio: 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>• CPU Load: 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>• Maximum number of host-initiated file requests: Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated subload and user initiated loads.</li><li>• Shared Libraries and Resources: Browser caching capabilities benefit all parties by eliminating the need to download previously requested resources that already exist on the user's device.</li></ul> <p>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.</p> <p>Please refer to IAB.com for full details.</p>





Detailed Specifications

# T2 Retention MREC - Featured Deal Incentives

## Headline

27 Characters

## Subhead

70 characters

## Image

300 pixels wide x 111 pixels tall

## CTA

14 Characters

## External Link Description

22 Characters max

## OEM Logo

114x46



# 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 Lifestyle image (gif/jpg/png)

### File Format

- Refer to media specification details

## Deliverables

- Logo
- CTA
- Vehicle Header
- One click tag
- 1x1 impression tag

