



KBB.com's Advertising Specifications

T2 Retention MREC - 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 ad unit is striking in its appearance. Its all-type design creates an “impossible-to-ignore” dynamic that ensures visibility. This approach injects your model into the forefront of consideration with superior incentives.

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

Pages	Retention Make/Model
Duration	1 month
Share of Voice	Retention non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop Tablet Mobile
LEAN Guidelines	<p>All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.</p> <p>KBB follows IAB LEAN guidelines. Here are some examples:</p> <ul style="list-style-type: none">• 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.• 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.• 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.• 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. <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 – Incentives

Header Text

Year Make Model

28 characters

Label

35 characters wide

Headline

76 Characters including spaces and punctuation.

CTA

15 Characters

External Link Description

22 Characters max



Ad Operations

Ad Serving	Site-served
Lead Time	10 business days

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
- 1×1 impression tag

