



KBB.com's Advertising Specifications

Toolbar HTML5

Note: Standard Ad Solution

Last updated: February 8, 2019



Related Solution(s)

- Retention/Conquest Package - 2020
- Retention/Conquest Package - 2019
- Certified Pre-Owned (CPO) Sponsorship
- Master 2019 Ad Solutions Glossary - National
- Local Toolbar > Regional > 2019



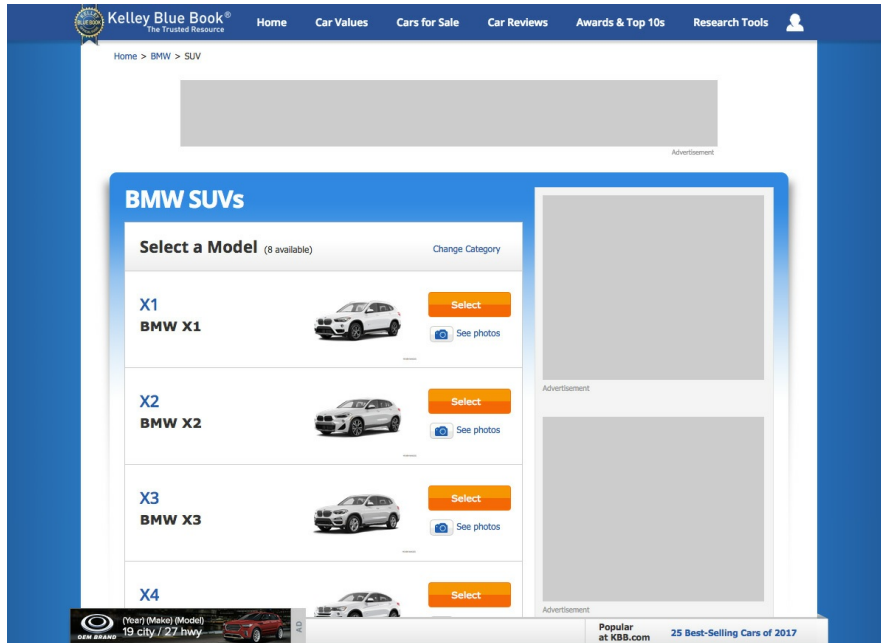
Description

The Toolbar unit is a prominent, high-impact product that appears just above the fold and stays anchored there, even as the user scrolls through the page. The Toolbar reaches KBB.com's in-market shoppers while they are in active search mode and links directly to your website.

Media Specifications

Pages	Car Values Classifieds eCommerce New Owners Used
Duration	1 month
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional Third Party
Lead Time	10 business days
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

Toolbar (1st option)

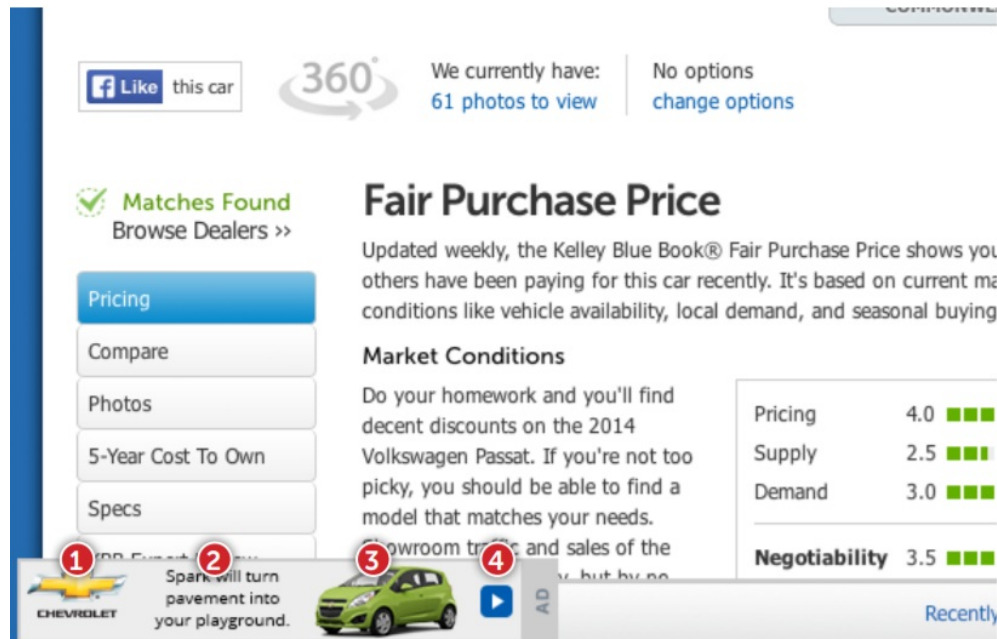
300w x 50h Banner (IAB)

- **Width:** 300
- **Height:** 50
- **Maximum initial file size:** 50KB
- **Initial load:** 50KB; should including all supporting files
- **Subsequence load:** 100KB
- **Animation:** 15 seconds, max 3 loops
- **File format:** GIF, JPG, PNG

No video permitted.

Note: Limit your file to one of each of the following: • 1 Javascript file • 1 CSS file • 1 HTML file





Detailed Specifications

HTML 5 Toolbar (2nd option)

1. LOGO

- Hi-Res PNG or GIF (non-animated)
- Max Dimensions: 70px x 40px

Note: Note: Image file must have a transparent background and include padding around the edges.

2. BODY COPY

- 50 characters max (including spaces); 3 lines max

3. VEHICLE IMAGE

- Hi-Res PNG or GIF (non-animated)
- Max Dimensions: 98px x 50px

Note: Note: Files must have a transparent background

4. CALL TO ACTION

- Default color: #005cb0
- Select a new color by providing HEX value
- Impression Tag
- Click Tag

Note: Note: Initiates new window to URL



Ad Operations

Ad Serving	Site-served Third Party THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT AS OF 10/01/2016 All Ads should adhere to LEAN Ad Standards as defined by IAB 2017 New Standard Ad Unit Portfolio
Lead Time	10 business days

Creative

Dimensions

- 300x50

Deliverables

Toolbar (1st option)

- Third Party Ad Tag

Toolbar (2nd option)

- Logo Image
- Body Copy
- Vehicle Image
- Call to Action HEX Color
- Click Tag
- Impression Tag (Optional)

