



Trade In Your Old Vehicle for a New
(Year) (Make) (Model)



OEM BRAND

As little as
\$15,106
net cost ⓘ



[See program details](#)
on OEM.com

(Year) (Make) (Model) ⓘ	\$42,585
Your Estimated Vehicle Value ⓘ	<input type="text" value="\$25,729"/>
OEM Loyalty Bonus Cash ⓘ	-\$1,000
OEM Holiday Sales Event ⓘ	-\$750
Your Potential Net Cost:	\$15,106



KBB.com's Advertising Specifications

Trade-In Evaluator 1.2

Note: Custom Ad Solution

Last updated: January 28, 2020



Related Solution(s)

- Retention Package
- Master 2020 Ad Solutions Glossary - National
- Trade-In Evaluator > National



Description

Leverage competitive trade-in pages to intercept shoppers known to be in-market with a vehicle to trade.

On the pages leading up to the values page within the owner's path, users will be served a 300x250 ad of advertiser's choice. Upon completion of competitive trade-in value process, users will be presented with the "Trade-In Evaluator" on the values page.

Trade-In Evaluator pulls the trade-in value for the vehicle condition that the owner stated, adds any incentives, and deducts both from the MSRP, calculating the approximate net cost for a new vehicle.

Media Specifications

Pages	Owners model detail pages
Duration	3 month minimum
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Third Party, Site-served, agency tracking tags optional
Lead Time	15 business days
Device	Desktop Tablet
Ad serving details	<p>THIRD-PARTY AD TAGS MUST SUPPORT SECURE (HTTPS://) FORMAT</p> <p>Lead-up ad</p> <ul style="list-style-type: none">• Third-party <p>Trade-In Evaluator ad</p> <ul style="list-style-type: none">• Site-served
Frequency capping details	For direct buys, frequency capping is <i>unavailable</i>
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





Detailed Specifications

300 x 250 Medium Rectangle (Lead-up ad)

MEDIUM RECTANGLE

- 300 x 250
- **Initial load:** 200KB
- **Animation:** Up 15 seconds max
- Polite load

Limit your file to one of each of the following:

- 1 Javascript file
- 1 CSS file
- 1 HTML file


BACKUP IMAGE

- 300 x 250
- 40KB max file size
- JPG, GIF, and PNG



Trade In Your Old Vehicle for a New
(Year) (Make) (Model)

As little as
\$17,824
net cost ⓘ



See program details
on OEM.com

(Year) (Make) (Model) ⓘ	\$34,902
Your Estimated Vehicle Value ⓘ	<input type="text" value="\$15,328"/>
OEM Loyalty Bonus Cash ⓘ	-\$1,000
OEM Holiday Sales Event ⓘ	-\$750
Your Potential Net Cost:	\$17,824

Detailed Specifications

Trade-In Evaluator

VEHICLE MAKE/MODEL

23 characters max (including spaces)

LOGO

- 71 x 38
- 5KB max file size
- PNG, JPG, GIF (non-animated, white or transparent background)

VEHICLE IMAGE

- 164 x 97
- 20KB max file size
- Left-facing 3/4 turn
- PNG, JPG, GIF (non-animated, white or transparent background)

CALL TO ACTION

- Button: 26 characters max (including spaces)
- Default color: #005cb0 (Provide a HEX color code to customize CTA color.)

Advertiser must provide a URL which will click off to advertiser's site.

VEHICLE YEAR/MAKE/MODEL

- 30 characters max per line (including spaces); 2 lines max

VEHICLE DISCLAIMER

- Advertiser to provide MSRP disclaimer copy
- No character max; appears when icon is clicked

VEHICLE MSRP

- Advertiser must provide MSRP
- MSRP must match vehicle image (3)

INCENTIVE OFFER

- 30 characters max per incentive (including spaces); 2 incentives max

Advertiser may include one or two incentives or remove all incentive lines.

INCENTIVE VALUE

Advertiser must provide a dollar amount for each incentive offer

INCENTIVE DISCLAIMER

- Advertiser to provide incentive disclaimer copy
- No character max; appears when icon is clicked



Ad Operations

Lead Time	15 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	<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

- 300x250
- 300x330

Deliverables

MEDIUM RECTANGLE (LEAD-UP AD)

- Third-party Ad Tags
- Rich Media 300 x 250 and Alternate Image

TRADE-IN EVALUATOR AD

- Featured Vehicle Year/Make/Model
- Logo
- Vehicle image
- Call to Action
- Vehicle Disclaimer Copy
- Vehicle MSRP
- Incentive Offer
- Incentive Value
- Incentive Disclaimer Copy
- Click Tag
- Impression Tag

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

