



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

As little as  
**\$17,824**  
net cost ⓘ  
or  
**\$312**  
per month ⓘ



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

**Calculation based on:**

(Year) (Make) (Model) ⓘ	\$34,902
Your Estimated Vehicle Value ⓘ	<input type="text" value="\$15,328"/>
Down Payment	<input type="text" value="\$0"/>
OEM Loyalty Bonus Cash ⓘ	-\$1000
OEM Holiday Sales Event ⓘ	-\$750
Loan Term	<input type="text" value="60 months"/>
Interest Rate ⓘ	<input type="text" value="1.9%"/>
<b>Your Potential Net Cost:</b>	<b>\$17,824</b>
<b>Your Potential Monthly Payment:</b>	<b>\$312</b>



KBB.com's Advertising Specifications

# Trade-In Evaluator 2.1

**Note:** Custom Ad Solution



## Related Solution(s)

- Retention Package
- Master 2020 Ad Solutions Glossary - National
- Master 2019 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. In addition, Trade-In Evaluator 2.0 includes information about monthly payments and term, giving in-market shoppers another way to see how affordable the advertiser's new vehicle could be.

# Media Specifications

<b>Pages</b>	Owners
<b>Duration</b>	3 month minimum
<b>Share of Voice</b>	Sponsorship, Exclusive: 100% of impressions
<b>Geography</b>	National
<b>Ad Serving</b>	Site-served, agency tracking tags optional Third Party
<b>Lead Time</b>	15 business days
<b>Device</b>	Desktop Tablet
<b>Creative Approval Notes</b>	All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></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"><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

## 300 x 250 Medium Rectangle (Lead-up ad)

#### MEDIUM RECTANGLE

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

#### BACKUP IMAGE


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

#### NOTE


Limit your file to one of each of the following:

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



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## Detailed Specifications

# Trade-In Evaluator (Top of Ad unit)

### 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

### Vehicle MSRP

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

### 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

### Interest Rate Disclaimer

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

### Interest Rate



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

- Advertiser to provide interest rate

### **Vehicle Disclaimer**

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



# Ad Operations

<b>Ad Serving</b>	Site-served Third Party  <b>Lead-up Ad (300x250)</b> <input type="checkbox"/> third-party  <b>Trade-In Evaluator ad</b> <input type="checkbox"/> Site-served
<b>Lead Time</b>	15 business days
<b>Additional Notes</b>	<ul style="list-style-type: none"><li>• No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB.</li><li>• 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.</li><li>• Please email creative@kbb.com for further information on spotlight ad opportunities.</li></ul>

## Creative

### Dimensions

- 300x250
- 300x600

## Deliverables

- click tag
- impression tag

### MEDIUM RECTANGLE (LEAD-UP AD)

- Third-party ad tags
- Rich Media 300 x 250 and Static Ad

### TRADE-IN EVALUATOR AD

- Featured Vehicle Year/Make/Model
- Logo
- Vehicle Image and Disclaimer Copy
- Vehicle MSRP
- Call to Action
- Incentive Offer, Incentive Value and Disclaimer Copy
- Interest Rate and Disclaimer Copy
- Click tag
- Impression tag

