



KBB.com's Advertising Specifications

Wallpaper

Note: Custom Ad Solution

Last updated: September 3, 2019



Related Solution(s)

- Motorcycle Main Page > Motorcycle
- Motorcycle Make > Motorcycle
- Run of Cycle Section > Motorcycle



Description

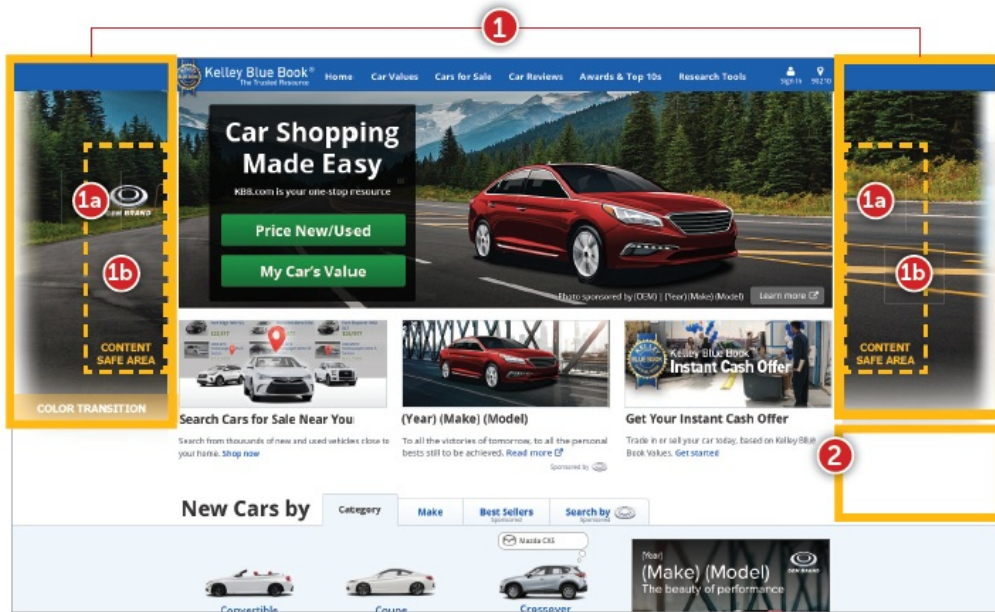
Wallpaper is part of Kelley Blue Book's commitment to providing the largest and most effective creative canvases for our marketing partners.

This prominent, cost-effective upgrade accents KBB.com's Sponsorship programs and allows the advertiser to replace the background with branded graphics and messaging that complement the other units.

Media Specifications

Pages	Homepage New Used Owners Car Values
Duration	Homepage: 1 week New Car/Owners: 2 weeks Car Values/Used Car: 1 month
Share of Voice	Sponsorship, Exclusive: 100% of impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days
Device	Desktop
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

HTML Wallpaper

PANELS

- Two panels; 250 x 650 each
 - NOTE:** Critical content must exist within the 129 x 340 content safe area
- 35KB max file size per panel
- GIF, JPG, PNG

LOGO

- 105 x 45
- 35KB max file size
- NOTE:** Logo must be at a minimum of 130 pixels from top of page and appear within the content safe area.

WORD MARK AND COPY

All marks and copy must appear within the content safe area.

WORD MARK

- 129 x 40

COPY

- 75 characters max (including spaces)

Additional Notes

- No animation or image tiling.
- For maximum effectiveness, we recommend that the wallpaper creative visually tie in with other in-page units.

BACKGROUND COLOR

- Hex color

Note: Each panel will transition to a background color within 50 px from the base of each panel. Customization of the color is allowed. Default color is Hex #FFFFFF.



Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag

Creative

Dimensions

- 250x650 per panel (x2) | ad slot size: 1520x650

Deliverables

WALLPAPER

- Impression Tag
- Left and Right Panels

Includes:

- Logo
- Word Mark and Copy

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

