

Autotrader.com's Advertising Specifications

Homepage Jellybean Sponsorship

Note: Custom Ad Solution

Last updated: January 10, 2020

Related Solution(s)

- Master OEM Ad Solutions Portfolio - 2020



Sponsorship

Autotrader.com Advertising Specifications

| Homepage Jellybean

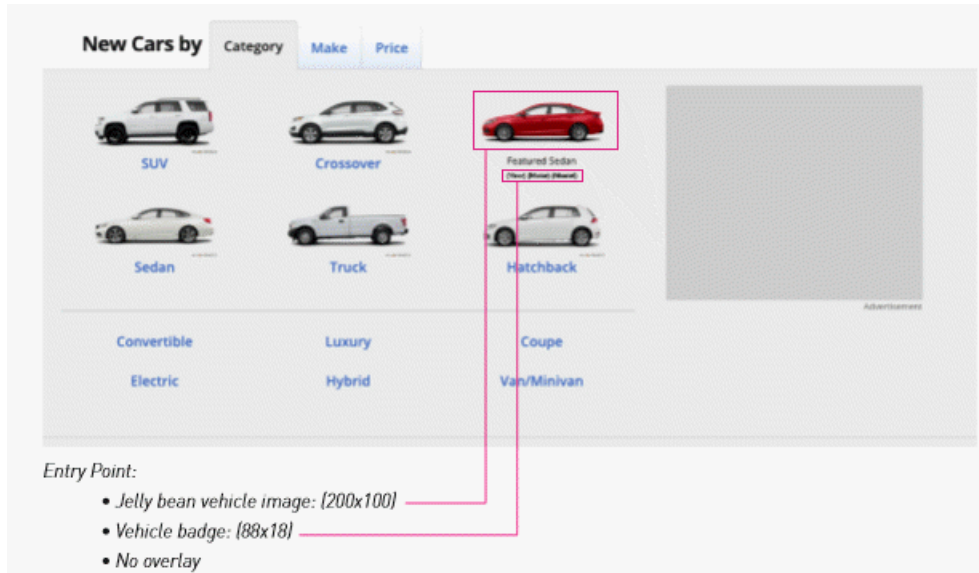
Description

The Smartphone Sponsorship natively introduces your model to on-the-go shoppers at the top of the KBB.com Homepage and Combined Section Landing Page (SLP), commanding full attention and creating maximum awareness in two distinct areas.

Once engaged, the entry point expands into a robust overlay that features branded messaging along with KBB.com's own expert data, providing a unique opportunity to influence shoppers with our trusted new vehicle content before they form their own opinions. A call to action drives leads by linking to your desired destination page.

Media Specifications

Pages	Homepage
Duration	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
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.</p> <p>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

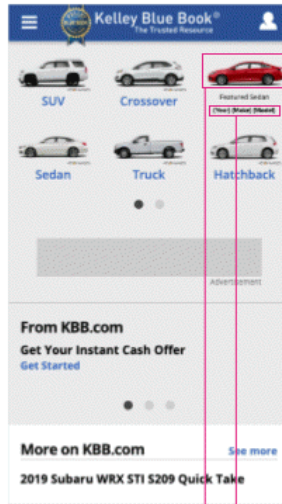


Detailed Specifications

Desktop Homepage Entry Point

Entry Point

- Jelly bean vehicle image: (200x100)
- Vehicle badge: (88x18)
- No overlay



Entry Point:

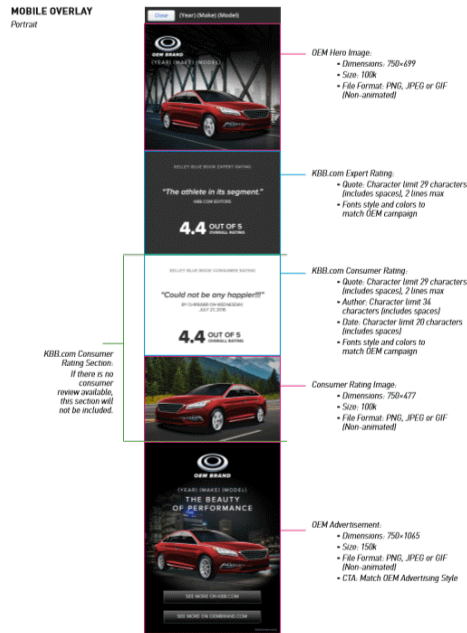
- Jelly bean vehicle image: [200x100]
- Vehicle badge: [88x18]
- Will launch the overlay

Detailed Specifications

Mobile Entry Point

Entry Point

- Jelly bean vehicle image: (200×100)
- Vehicle badge: (88×18)
- Will launch the overlay



Detailed Specifications

HTML Mobile Overlay Portrait

Requirements Details

OEM Hero Image:

- Dimensions: 750 × 699
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

KBB.com Expert Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Fonts style and colors to match OEM campaign

If there is no consumer review available, this section will not be included. KBB.com Consumer Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Author: Character limit 34 characters (includes spaces)
- Date: Character limit 20 characters (includes spaces)
- Fonts style and colors to match OEM campaign

Consumer Rating Image:

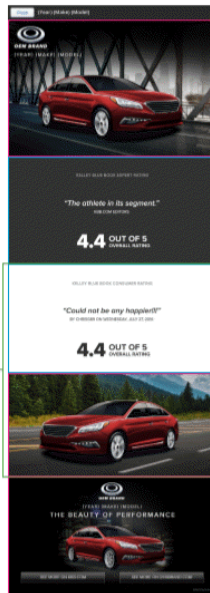
- Dimensions: 750 × 477
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

OEM Advertisement:

- Dimensions: 750 × 1065
- Size: 150k
- File Format: PNG, JPEG or GIF (Non-animated)
- CTA: Match OEM Advertising Style

MOBILE OVERLAY Landscape

KBB.com Consumer Rating Section.
If there is no consumer review available, this section will not be included.



OEM Hero Image:

- Dimensions: 1334x870
- Size: 200k
- File Format: PNG, JPEG or GIF (Non-animated)

KBB.com Expert Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Fonts style and colors to match OEM campaign

KBB.com Consumer Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Author: Character limit 34 characters (includes spaces)
- Date: Character limit 20 characters (includes spaces)
- Fonts style and colors to match OEM campaign

Consumer Rating Image:

- Dimensions: 1334x663
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

OEM Advertisement:

- Dimensions: 1334x750
- Size: 150k
- File Format: PNG, JPEG or GIF (Non-animated)
- CTA: Match OEM Advertising Style

Detailed Specifications

Mobile Overlay Landscape

Requirements Details

OEM Hero Image:

- Dimensions: 1334 x 870
- Size: 200k
- File Format: PNG, JPEG or GIF (Non-animated)

KBB.com Expert Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Fonts style and colors to match OEM campaign

If there is no consumer review available, this section will not be included. KBB.com Consumer Rating:

- Quote: Character limit 29 characters (includes spaces), 2 lines max
- Author: Character limit 34 characters (includes spaces)
- Date: Character limit 20 characters (includes spaces)
- Fonts style and colors to match OEM campaign

Consumer Rating Image:

- Dimensions: 1334x663
- Size: 100k
- File Format: PNG, JPEG or GIF (Non-animated)

OEM Advertisement:

- Dimensions: 1334 x 750
- Size: 150k
- File Format: PNG, JPEG or GIF (Non-animated)
- CTA: Match OEM Advertising Style

Ad Operations

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

Creative

Dimensions

- Custom