

Multiply Your Impact – KBB.com BT, includes Smartphone BT

Find, target & retarget the most relevant shoppers on KBB.com

Business Rules	
Platform:	Desktop, Tablet, Mobile
Advertiser:	Tier 1, Tier 2, Auto-Related, Motorcycle
Pages:	Target to users on KBB.com who fall into purchased segments based on their on-site behavior
Targeting:	n/a
Duration:	1 month
Ad Type:	Standard <ul style="list-style-type: none">• non-exclusive: less than 100% of available impressions; ad serving tracks against booked impression goal
Geography:	National or DMA
Ad Serving:	Third Party
Size:	728x90, 300x250, &/or 300x50
Lead Time:	5 business days
Notes:	DMA is a registered trademark of Nielsen Media Research
Options:	

