

# Prompt In-Market Shoppers – Featured Content Tab

Immerse shoppers in your incentives or sales events

Business Rules	
<b>Platform:</b>	Desktop
<b>Advertiser:</b>	Motorcycle
<b>Pages:</b>	Motorcycle Main Page, Motorcycle Make (top 25 visited make pages), Motorcycle Segments
<b>Targeting:</b>	KBB motorcycle upper funnel/lower funnel
<b>Duration:</b>	1 month
<b>Ad Type:</b>	Impression-based: Less than 100% of impressions
<b>Geography:</b>	National
<b>Ad Serving:</b>	Third Party
<b>Size:</b>	120x240
<b>Lead Time:</b>	5 business days
<b>Notes:</b>	
<b>Options:</b>	

The screenshot shows the Kelley Blue Book website interface. At the top is a navigation bar with links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, Research Tools, and user options. Below the navigation is a 'Popular at KBB.com' section with a 'New Car Buyer's Guide' link. The main content area features a breadcrumb trail: Home > Motorcycles > Street, Standard & Cruiser > Harley-Davidson. The primary heading is 'Get a Motorcycle Value Harley-Davidson'. Underneath is a 'Select a Year' table with columns for years from 2018 down to 1969. To the right of the table is a large grey placeholder for an advertisement. Below the table are two promotional boxes: 'Shop for Your Next Motorcycle' and 'Shop for Your Next Car or Truck', each with a 'Get started' button. A 'Shopping Tools' sidebar on the right contains links for 'Shop for Your Next Car or Truck', 'Visit Motorcycle Store', 'Get your FICO score', and 'Compare motorcycle'. On the far right, there is a vertical banner for 'ATLAS' with the slogan 'FEEL THE FREEDOM'.