

Prompt In-Market Shoppers – Featured Content Tab

Immerse shoppers in your incentives or sales events

- Targeted for awareness or by vehicle segment, is an attention-getting ad opportunity anchored above the fold in the mid right margin
- Ensures awareness among undecided local shoppers with its attention-getting, non-traditional ad position, and invites content engagement
- The lower funnel Featured Content Tab is now available for purchase by make/model and/or segments: Sedan, Coupe, Convertible, Hatchback, Wagon, Crossover, Hybrid/Electric, Luxury, Pickup, SUV, Van/Minivan

The screenshot displays the Kelley Blue Book website interface. At the top, there is a navigation bar with links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, Research Tools, and a user login area. Below the navigation bar, there is a search bar and 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. Below this, there is a 'Get a Motorcycle Value' section for Harley-Davidson, which includes a 'Select a Year' table. The table lists years from 2018 to 2009 in two columns. To the right of the table is a large placeholder for an advertisement. Below the table, there are two promotional boxes: 'Shop for Your Next Motorcycle' and 'Shop for Your Next Car or Truck', both with 'Get started' buttons. On the right side of the page, there is a 'Shopping Tools' section with links for 'Shop for Your Next Car or Truck', 'Visit Motorcycle Store', 'Get your FICO score', and 'Compare motorcycle'. At the bottom right, there is a vertical advertisement for 'ATLAS' with the tagline 'BE ALL YOU CAN BE. FEEL THE FREEDOM.' and a 'Get it now' button.

Select a Year					
2018	2008	1998	1988	1978	1968
2017	2007	1997	1987	1977	1967
2016	2006	1996	1986	1976	1966
2015	2005	1995	1985	1975	1965
2014	2004	1994	1984	1974	1964
2013	2003	1993	1983	1973	1963
2012	2002	1992	1982	1972	1962
2011	2001	1991	1981	1971	1961
2010	2000	1990	1980	1970	1960
2009	1999	1989	1979	1969	