

High Traffic, High Awareness – Section Sponsorships

Own prominent, high-traffic task entry-points driving awareness

Business Rules – Shoppers Home Sponsorship

Platform:	<ul style="list-style-type: none"> Shoppers Homepage: Desktop (new car intent), Desktop & Tablet (used car & CPO intents) Owners Homepage: Desktop, Tablet
Advertiser:	National
Pages:	Shoppers Homepage, Owners Homepage, Car Values Homepage
Targeting:	n/a
Duration:	<ul style="list-style-type: none"> Shoppers Homepage, Owners Homepage: Half-month, 1st-15th or 16th to month-end Car Values Homepage: 1 Month
Ad Type:	Sponsorship: 100% impressions
Geography:	National
Ad Serving:	Third Party
Size:	728x90 &/or 300x250
Lead Time:	5 business days
Notes:	
Options:	

The screenshot displays the Kelley Blue Book website interface. At the top, the navigation bar includes the KBB logo, 'The Trusted Resource', and links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, and Research Tools. A user is signed in with the ID 52618. Below the navigation bar is a banner advertisement for a red car, featuring the text '(Year) (Make) (Model)' and 'The beauty of performance.' with an 'EXPLORE' button. The main content area is titled 'Price Your Next Car' and contains a form for researching up to 3 vehicles. The form has three columns: Column 1 shows a selected 'New 2017 Lexus IS' with a close button; Column 2 has dropdown menus for 'Year', 'Make', and 'Model'; Column 3 has dropdown menus for 'Year', 'Make', and 'Model'. A 'Start my research' button is located at the bottom right of the form. To the right of the form is a 'New Car Spotlight' advertisement, identical to the top banner, showing a red car and an 'EXPLORE' button. The MSRP for the car is listed as starting at \$29,500.