

# High Traffic, High Awareness – Section Sponsorships

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

- Build quick awareness on KBB's most trafficked section entry pages before shoppers select a competitor
- Target by intent to tailor your message to shoppers as they begin their research task (Price Your Next Car: New, Certified, Used, Check My Car's Value, Cars for Sale: Show me cars that meet my needs)
- Fixed position, sponsorship units prominently placed near navigation drive awareness for new car launches, sales events or volume model support

The screenshot displays the Kelley Blue Book website interface. At the top, the navigation bar includes the KBB logo, the tagline '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 as '52618'. Below the navigation is a large advertisement for a red car, featuring the text '(Year) (Make) (Model)' and 'The beauty of performance.' with a price tag of '\$29,500' and an 'EXPLORE' button. The main content area is titled 'Price Your Next Car' and contains a form for researching up to 3 vehicles. The first vehicle is a 'New 2017 Lexus IS'. The form includes dropdown menus for Year, Make, and Model for each of the three vehicles. A 'Start my research' button is located at the bottom of the form. To the right of the main content area, there are additional advertisements, including another one for a red car with the same text and price tag, and a 'New Car Spotlight' section.