

# Refined Exposure – Smartphone Audience Targeting Native Textlink

Prompt users shopping your vehicle's segment with relevant messaging

Business Rules	
<b>Platform:</b>	Mobile
<b>Advertiser:</b>	Tier 1, Tier 2
<b>Pages:</b>	All pages where segment is known
<b>Targeting:</b>	n/a
<b>Duration:</b>	1 month
<b>Ad Type:</b>	Standard <ul style="list-style-type: none"><li>non-exclusive: less than 100% of available impressions; ad serving tracks against booked impression goal</li></ul>
<b>Geography:</b>	National
<b>Ad Serving:</b>	Site-served, agency tracking tags optional
<b>Size:</b>	320x50
<b>Lead Time:</b>	10 business days
<b>Notes:</b>	

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. There are also icons for Sign In, a user ID (92870), and a notification bell. Below the navigation bar, there is a large grey placeholder for an advertisement. The main content area features a "Get Your Blue Book® Value" section with the subtext "Tell Us Which Car You Own". This section contains a form with fields for Year, Make, Model, and Mileage, and a "Next" button. To the right of the form is a sponsored advertisement for a "2018 Ford Expedition" with the text "Welcome to the entirely new Expedition." and a "Learn More" link. Below the main content area, there is a "Selling Your Car?" section with a link to "Upgrade to Toyota Avalon for more room, luxury". At the bottom of the page, there is a "Popular at KBB.com" section and a "New Car Buyer's Guide" link. A small banner at the bottom left of the page reads "GEN BRAND (Near) (Make) (Model) The beauty of performance" with an image of a red car.