

Maximum Flexibility – Run of

Grows awareness/consideration with KBB's auto shoppers

Business Rules – Run of Site	
Platform:	Desktop & Tablet
Advertiser:	Tier 1, Tier 2, Auto-Related
Pages:	<ul style="list-style-type: none">• Run of Site: all available pages• Run of New Car: available new car section pages• Run of Used Car: available used car section pages• Run of Sub-segment: available sub-segment pages• Run of Make: available make targeted pages
Targeting:	Sub-segment targeting options available
Duration:	1 month
Ad Type:	Standard; non-exclusive: less than 100% of available impressions; ad serving tracks against booked impression goal
Geography:	National or DMA (designated market area)
Ad Serving:	Third Party
Size:	728x90 &/or 300x250
Lead Time:	5 business days
Notes:	<ul style="list-style-type: none">• DMA is a registered trademark of Nielsen Media Research• Broad range messaging exposure

The screenshot displays the Kelley Blue Book website interface. At the top, the navigation bar includes 'Home', 'Car Values', 'Cars for Sale', 'Car Reviews', 'Awards & Top 10s', and 'Research Tools'. A prominent advertisement at the top features a blue truck with the text '(Year) (Make) (Model) More than just rugged good looks.' and 'MSRP starting at \$27,585'. Below this, a form titled 'Get Your Blue Book Value' prompts users to 'Tell Us Which Car You Own' with dropdown menus for Year, Make, and Model, and a text input for Mileage. A 'Next' button is at the bottom of the form. To the right of the form, a promotional message reads 'Ready to sell or trade in today? After your Blue Book Value, get a Kelley Blue Book Instant Cash Offer' with bullet points: 'An offer you can trust.' and 'Redeemable at Participating Dealers as soon as today.' A smaller version of the truck advertisement is visible on the right side of the page.