

Raise the Bar on Awareness – Toolbar

Anchored presence yields awareness & inspires undecided shoppers to dive into your model content

Business Rules	
Platform:	Desktop
Advertiser:	Tier 1, Tier 2, Auto-Related
Pages:	Toolbar Upper Funnel - Across awareness & cars for sale pages (pages where make/model is unknown). Excludes: home page & make/model pages Toolbar Lower Funnel – pages where make/model is known
Targeting:	n/a
Duration:	1 month
Ad Type:	Standard <ul style="list-style-type: none">non-exclusive: less than 100% of available impressions; ad serving tracks against booked impression goal
Geography:	National
Ad Serving:	Site-served, agency tracking tags optional or Third Party
Size:	300x50
Lead Time:	10 business days
Notes:	

The screenshot shows the Kelley Blue Book website interface. At the top, there is a navigation bar with the Kelley Blue Book logo and links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, and Research Tools. Below the navigation bar, there is a large advertisement for Kelley Blue Book's value tool. The ad is titled "Get Your Blue Book Value" and "Tell Us Which Car You Own". It features a form with dropdown menus for Year, Make, and Model, and a text input for Mileage. A "Next" button is positioned below the form. To the right of the form, there is a promotional image of a blue 2018 Ford Expedition SUV with the text "2018 Ford Expedition" and "Welcome to the entirely new Expedition." Below the image, it says "Sponsored by" followed by the Ford logo and the text "Go Further" and "Learn More". The ad is set against a light blue background. In the bottom right corner of the ad area, there is a small box titled "Selling Your Car?" with the text "Upgrade to Toyota Avalon for more room, luxury" and a right-pointing arrow. At the very bottom of the page, there is a footer with the Kelley Blue Book logo and the text "The beauty of performance" next to a small image of a red car.