



# Kelley Blue Book<sup>SM</sup> Instant Cash Offer

## DEALER ADVERTISING REQUIREMENTS JULY 2016

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## INSTANT CASH OFFER ADVERTISING REQUIREMENTS

July 2016

These Instant Cash Offer Advertising Requirements are made part of and incorporated by reference in the Terms and Conditions for the Kelley Blue Book Instant Cash Offer Program ("Terms and Conditions"). Capitalized Terms not otherwise defined herein shall have the meaning ascribed to them in the Terms and Conditions.

### Welcome to the Kelley Blue Book<sup>SM</sup> Instant Cash Offer Program

To make it as easy as possible, Kelley Blue Book has created the Marketing Toolkit - a 24/7 automated online solution that provides pre-approved, co-branded templates ("Templates") you can use to integrate the Kelley Blue Book Instant Cash Offer into your advertising campaigns. These assets can be accessed on the ICO Admin tool by clicking on the marketing tab. There are additional requirements for the Instant Cash Offer Program that you will need to follow, so please review this document carefully.

If you produce other marketing materials that reference the Kelley Blue Book Instant Cash Offer Program, you must follow the Advertising Requirements herein and submit for review. With the exception of any pre-approved, ready-to-print files generated by the Marketing Toolkit, all advertising references to the Kelley Blue Book Instant Cash Offer must be submitted to [ICOMarketingRequest@kbb.com](mailto:ICOMarketingRequest@kbb.com) for review and approval prior to release. Our review of your marketing materials will be faster when you follow these Advertising Requirements.

### GETTING THE MOST OUT OF YOUR ADVERTISING

**All references to "Instant Cash Offer" in marketing materials must be submitted to [ICOMarketingRequest@kbb.com](mailto:ICOMarketingRequest@kbb.com) for approval before they are produced, with the exception of any pre-approved Templates generated by the Marketing Toolkit.**

**"Kelley Blue Book<sup>SM</sup> Instant Cash Offer" is the approved term for Offers. Do not use terms such as "guarantee" or "guaranteed." (Reference Sections 5.1 and 5.2)**

**Do not reference an Instant Cash Offer as a "minimum" trade-in value or an offer amount that can only increase when a seller brings in the car.**

**Do not separate or otherwise modify any element of the Templates or create a logo or graphic containing "Kelley Blue Book" and/or "Instant Cash Offer" in any advertising without prior written approval from Kelley Blue Book. This is to ensure the integrity of the Kelley Blue Book brand, the Instant Cash Offer, and your dealership.**

**Do not** create your own video, TV or radio spots that are solely about the Kelley Book Instant Cash Offer.

**Do not** use any Kelley Blue Book trademarks in paid search or display advertising.





## ADVERTISING REQUIREMENTS

All Dealers that participate in the Kelley Blue Book Instant Cash Offer program (the “Program”) are required to adhere to these Advertising Requirements (which may be amended from time to time) when producing print, online, or other advertisements that promote their association with the Program.

Compliance with these Advertising Requirements and the receipt of approval from Kelley Blue Book for any Dealer-created advertisements does not relieve Dealers of their obligations to ensure that their advertising complies with all applicable federal, state and local laws and regulations.

### SECTION 1: ADVERTISING APPROVAL REQUIREMENTS

- 1.1 All advertisements that reference Kelley Blue Book, the Instant Cash Offer, and/or the Program must be submitted to Kelley Blue Book for written approval prior to release. If an advertising agency or media outlet creates your advertisement, it must still be submitted for approval.
- 1.2 **DO NOT** create videos, TV or radio spots that are solely about the Kelley Blue Book Instant Cash Offer. However, dealers may include the Dealer Badge as part of an ad for their dealership.
- 1.3 All requests for approval must be submitted by email to [ICOMarketingRequest@kbb.com](mailto:ICOMarketingRequest@kbb.com)

### SECTION 2: REQUIRED DISCLOSURES FOR ADVERTISING CLAIMS ABOUT THE PROGRAM

- 2.1 Advertisements that contain a call-to-action to obtain an Instant Cash Offer, or that otherwise refer to the ability of a consumer to obtain an Instant Cash Offer, must include all 3 steps necessary to trade in or sell a vehicle through the Program, as well as the disclaimer in Section 2.2 or 2.3, respectively:
  1. Tell us about your car and get an Instant Cash Offer.
  2. Present your offer to verify your car’s features and condition.
  3. Use your offer to sell your car or trade it in today.
- 2.2 **DISCLAIMER:** Advertisements that contain a call-to-action to obtain an Instant Cash Offer or that otherwise refer to the ability of a consumer to obtain an Offer online must clearly and conspicuously present the following disclaimer:

*“Limitations and terms and conditions apply. For important details, see a Dealer representative or click on the Terms of Service link on KBB.com to see the Instant Cash Offer Program Terms and Conditions.”*
- 2.3 **ONLINE DISCLAIMER AND LINK:** For use on your website ONLY. Online Ads MUST contain the following verbiage:

*“Instant Cash Offers (“Offer(s)”) are not available in all areas and not all vehicles are eligible. Your Offer is valid at Participating Dealers for 3 days (not counting Sundays) as stated on the Offer Certificate. Kelley Blue Book will not redeem Offers nor purchase your vehicle from you. Vehicles must pass a mandatory inspection by a Participating Dealer. If the inspection report differs from your description or online assessment of your*



*vehicle's condition, the Participating Dealer may adjust the offer amount, which may result in a decrease of the offer. Kelley Blue Book and its affiliates disclaim all liability resulting from an adjustment of the offer or refusal to accept your vehicle by Participating Dealer(s). Participating Dealers are not owned or operated by, nor are they affiliated with or acting on behalf of, Kelley Blue Book. Participating Dealers pay Kelley Blue Book or its affiliate to subscribe to the Kelley Blue Book Instant Cash Offer program. The Offer may not reflect the highest sale price or trade-in value available for your vehicle, and may be less than the Kelley Blue Book Trade-In Value or the Trade-In Range for a similar vehicle. Program Terms and Conditions apply and can be found [here](#)."*

However, if there is limited space in the ad, the following abbreviated disclaimer may be used, provided that the full disclaimer above is linked to on the dealer's website:

*"Your Instant Cash Offer may be lower than the Kelley Blue Book Trade-In Range. See important details [here](#)."*

### SECTION 3: GENERAL REQUIREMENTS FOR ADVERTISING ABOUT THE PROGRAM

- 3.1 **DO** project a high-quality brand image and message.
- 3.2 **DO** comply with all applicable federal, state and local advertising laws, rules and regulations.
- 3.3 **DO** be truthful in all claims.
- 3.4 **DO** have a reasonable basis for all factual claims conveyed in your advertisements.
- 3.5 **DO** include any required disclosures in legible size and font.
- 3.6 **DO** clearly and conspicuously present disclosures in language that is easy to understand.
- 3.7 **DO** be prepared to sell all advertised vehicles at the prices, and under the conditions, described in your advertisements.
- 3.8 **DO** describe/label your dealership as a **"Participating Dealer"** in reference to the Instant Cash Offer Program. See badge in Section 4.2.

### SECTION 4: USE OF THE KELLEY BLUE BOOK NAME, TRADEMARKS AND TEMPLATES

- 4.1 Templates of marketing materials have been provided for use in Dealer advertising. The Templates may be resized with prior written permission of Kelley Blue Book, sizing restrictions differ with each Template. Except for the Templates and the Participating Dealer Badge as provided in Section 4.2, no other use of any Kelley Blue Book logo is permitted (including, but not limited to the Kelley Blue Book<sup>®</sup> Price Advisor logo).
- 4.2 Absent a separate agreement with, or prior written approval from, Kelley Blue Book, Dealer may only use the following Instant Cash Offer identifiers (the "Approved Logos") in connection with the Program:



Kelley Blue Book<sup>SM</sup>  
**Instant Cash Offer**  
PARTICIPATING DEALER



Kelley Blue Book<sup>SM</sup>  
**Instant Cash Offer**

#### DO NOT USE THIS LOGO ON:

- Email Signatures
- Shirts
- Business Cards



- 4.3 Use of the Kelley Blue Book name must be confined to advertising copy that expressly promotes the Kelley Blue Book Instant Cash Offer Program and/or your participation in the Program.
- 4.4 Do not use the Kelley Blue Book mark to suggest that Kelley Blue Book is endorsing, sponsoring or connected with any other aspect of your operations including, without limitation, its vehicle sales operations or in connection with any promotions, incentives, discounts or financing offers.
- 4.5 All references to “Kelley Blue Book<sup>SM</sup> Instant Cash Offer” made in your advertising copy and headlines must appear in plain text, not logotype, except for the Participating Dealer Badge in accordance with Section 4.2.
- 4.6 **DO NOT** separate or otherwise alter any elements of the Templates or Approved Logos in any advertising. For example, you may not use portions of the Templates or any other Kelley Blue Book logos standing alone in any advertisement. Except as provided for in the Templates, **DO NOT** combine portions of the Templates or any other Kelley Blue Book logos with your Dealer’s name or display it in combination with your Dealer’s logo as an element of a composite trademark.
- 4.7 **DO NOT** use the Templates or any other Kelley Blue Book logos on Dealer signs or as the primary branding for your Dealer. For example, the Templates may only be used on outdoor signage, specifically billboards, signage on buses, bus stops and similar advertisements as part of a larger ad for your Dealer and in close proximity to signage that more prominently displays your Dealer name.
- 4.8 When the Approved Logos or Templates are incorporated into Dealer ads, Dealer’s logo must be larger than the Approved Logos and/or Templates.

## SECTION 5: APPROVED STATEMENTS ABOUT THE PROGRAM

- 5.1 **Approved Statements to Describe the Instant Cash Offer Program:** Only the statements below can be utilized in advertising to describe the Program. No variation in language is permissible, without prior written approval from Kelley Blue Book.

**APPROVED:** Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer

**APPROVED:** Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer for your car

**APPROVED:** Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer for your car now

**APPROVED:** Sell your car with a Kelley Blue Book<sup>SM</sup> Instant Cash Offer

**APPROVED:** Trade your car with a Kelley Blue Book<sup>SM</sup> Instant Cash Offer

**APPROVED:** Trade in or sell your car with a Kelley Blue Book<sup>SM</sup> Instant Cash Offer

**APPROVED:** {Dealer Name} is proud to be a Participating Dealer in the Kelley Blue Book<sup>SM</sup> Instant Cash Offer Program.



**APPROVED:** A Participating Dealer of the Kelley Blue Book<sup>SM</sup> Instant Cash Offer Program

**APPROVED:** A Kelley Blue Book<sup>SM</sup> Instant Cash Offer Participating Dealer

**APPROVED:** Kelley Blue Book<sup>SM</sup> Instant Cash Offer Participating Dealer

**APPROVED:** Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer from this Participating Dealer

**APPROVED:** Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer for your car from this Participating Dealer

**APPROVED:** Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer for your car now from this Participating Dealer

**APPROVED:** Sell your car with a Kelley Blue Book<sup>SM</sup> Instant Cash Offer at this Participating Dealer

**APPROVED:** Trade your car with a Kelley Blue Book<sup>SM</sup> Instant Cash Offer at this Participating Dealer

**APPROVED:** Trade in or sell your car with a Kelley Blue Book<sup>SM</sup> Instant Cash Offer at this Participating Dealer

**APPROVED:** {Dealer Name} is your Kelley Blue Book<sup>SM</sup> Instant Cash Offer Participating Dealer

**APPROVED for use with website navigation links:**

- Kelley Blue Book Instant Cash Offer
- Blue Book Instant Cash Offer
- Get an Instant Cash Offer
- Instant Cash Offer

## **5.2 Additional Approved Statements for use in Advertising Materials:**

- Ready to Trade In or Sell Your Car to Us? Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer for your car in minutes.
- The Kelley Blue Book<sup>SM</sup> Instant Cash Offer is an efficient way to trade or sell your car today.
- Get a real reliable offer that's based on the trusted Kelley Blue Book<sup>®</sup> Trade-In Values and redeemable today.
- Let Your Offer Do The Talking, Use your Kelley Blue Book<sup>SM</sup> Instant Cash Offer toward your next car or simply sell your car outright.
- Use your Kelley Blue Book<sup>SM</sup> Instant Cash Offer toward your next car or let this Participating Dealer buy it for cash.
- Use your Kelley Blue Book<sup>SM</sup> Instant Cash Offer toward the purchase of another car or simply sell your car outright.





- The Kelley Blue Book<sup>SM</sup> Instant Cash Offer is a real offer for a specific amount to purchase a consumer's car or apply the amount toward another car. The Offer is valid for 3 days (excluding Sunday) and can be immediately redeemed during business hours at this Participating Dealer, pending inspection. It is based on specific elements of the consumer's car, like installed options, specific condition (such as dents and mechanical issues) and local market demand.
- Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer and sell us your car today.
- Get a trade in offer for your car in minutes.
- Sell your car to us today – no purchase necessary.
- Find out the Kelley Blue Book<sup>SM</sup> Instant Cash Offer for your car.
- Use your Kelley Blue Book<sup>SM</sup> Instant Cash Offer to trade in your car or let this dealer buy it for cash.
- Visit this Participating Dealer website and get your Kelley Blue Book<sup>SM</sup> Instant Cash Offer in minutes.

Any variations of the above must be pre-approved in writing by Kelley Blue Book.

## SECTION 6: PROHIBITED STATEMENTS, ACTIONS & IMPLICATIONS FOR THE PROGRAM

- 6.1 **DO NOT** use any Kelley Blue Book trademark in paid search or display advertising
  - 6.2 **DO NOT** present Offers as “from Kelley Blue Book” or “backed by Kelley Blue Book.”
  - 6.3 **DO NOT** use “Kelley Blue Book’s Instant Cash Offer”. Proper use is: The Kelley Blue Book<sup>SM</sup> Instant Cash Offer.
  - 6.4 **DO NOT** present Offers as a “guarantee” or “guaranteed” offer.
  - 6.5 **DO NOT** present Offers as the “best” or “most favorable” price that a seller could obtain for his or her car.
  - 6.6 **DO NOT** imply that the Offer is the “best offer” or a “top-of-the-market price.”
  - 6.7 **DO NOT** state any specific dollar amounts or range of dollar amounts in ads for Offers (e.g., do not state “Use the Instant Cash Offer today to get an offer for up to \$20,000 for your used Toyota car or truck.”)
  - 6.8 **DO NOT** present Offers as “minimum” trade-in value or an amount that can only increase when a seller brings in his or her car.
- NOTE:** Instant Cash Offers can be adjusted (increased or decreased) if a vehicle inspection reveals that the seller did not provide complete or accurate information about the car or its condition. Advertising messages that are inconsistent with this possibility are prohibited.
- 6.9 **DO NOT** state or imply that an Offer can be obtained for any car, regardless of its make, model year, history or condition.

**NOTE:** Most Vehicles qualify for Offers under the Program, see Program Terms and Conditions for exclusions.

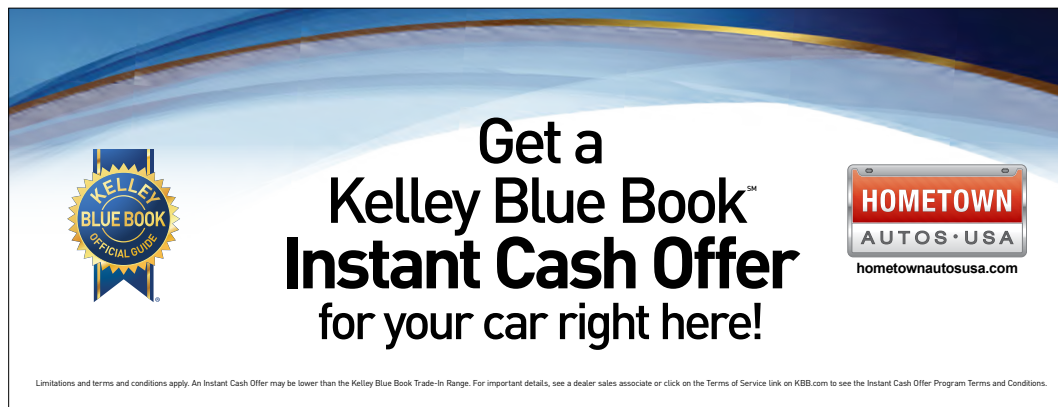


## CREATIVE SAMPLES

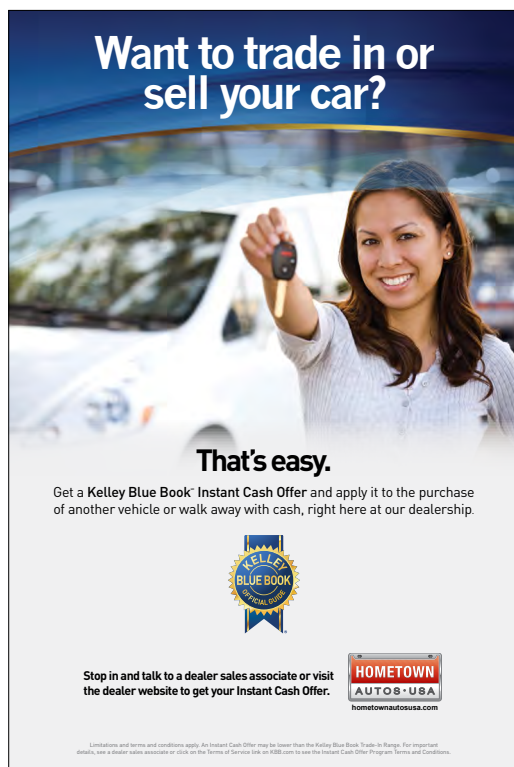
A wide selection of pre-approved marketing materials are available through the Marketing tab on your Admin Tool. New assets are always being developed, so be sure to check for updates on a regular basis. The Marketing Toolkit gives you the ability to add your Dealer's high-res logo to create co-branded materials. You also have the option of either using your own printer of choice or ordering through the Marketing Toolkit using our recommended vendors.

## POINT OF SALE

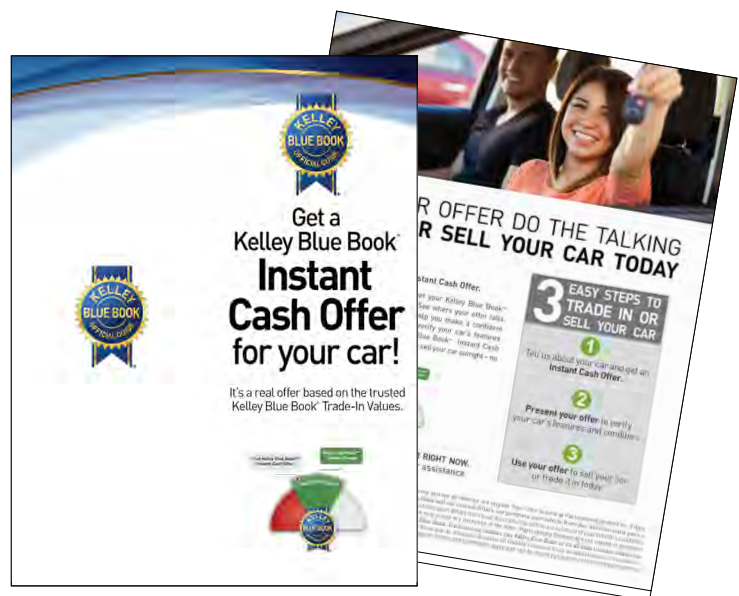
96" x 36" Horizontal banner. One-sided, with grommets (CO-BRANDED)



24" x 36" Poster (CO-BRANDED)



4.25" x 11" Bi-fold Brochure (CO-BRANDED)







36" x 80" Retractable banner with stand;  
One-sided, for display in showrooms or  
service area. (CO- BRANDED)



14.5' Large teardrop banner with stand.  
For display on Dealer lot to attract drive-  
by traffic (CO- BRANDED)





## PRINT

7" X 5" Direct Mail Postcard (CO-BRANDED)



7" X 5" Direct Mail Postcard (CO-BRANDED)





## DIGITAL CREATIVE

Website banners:



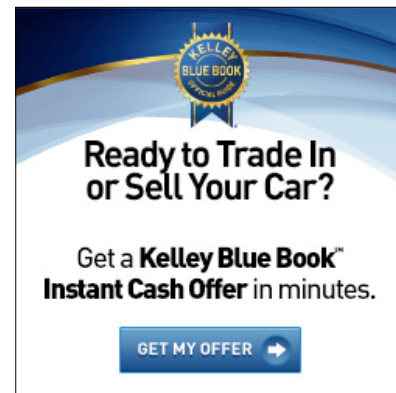
160x600



140x88



294x208



300x250



Available in 728x90 & 940x84



Available in 728x90 & 940x84



Available in:

- 900x385
- 940x385
- 1280x525
- 1400x514
- 1600x685





## Website Widgets:

|   |  |  |                                     |
|---|--|--|-------------------------------------|
|  | Trade in or sell your car now with a<br><b>Kelley Blue Book<sup>SM</sup> Instant Cash Offer</b><br>Enter your ZIP to get started <input type="text"/> <a href="#">GO ▶</a> | <div>STEP 1</div> Tell us about your car and<br>get an Instant Cash Offer.<br><small>Click Step 2 to learn more.</small> | <div>STEP 2</div> <div>STEP 3</div> |
|---|--|--|-------------------------------------|

980 x 24

|   |   |  |                                     |
|---|---|--|-------------------------------------|
|  | Trade in or sell your car now with a<br><b>Kelley Blue Book<sup>SM</sup> Instant Cash Offer</b><br>Enter your ZIP <input type="text"/> <a href="#">GO ▶</a> | <div>STEP 1</div> Tell us about your car and<br>get an Instant Cash Offer.<br><small>Click Step 2 to learn more.</small> | <div>STEP 2</div> <div>STEP 3</div> |
|---|---|--|-------------------------------------|

294 x 98