



# Instant Cash Offer

PARTICIPATING DEALER

## Advertising Requirements

Effective August 2020

# Welcome to the Kelley Blue Book® Instant Cash Offer Program

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Now that you're aligned with the power of the Kelley Blue Book Instant Cash Offer, you're ready to start connecting with consumers ready to trade in or sell their vehicles to you – and to drive away happy in their next vehicle.

To make it as easy as possible, we've created these Advertising Requirements as part of the Marketing Toolkit. Here are a few things to keep in mind.

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.

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.



# 1 Approval Required

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**1.1** All advertisements that reference 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.

**Exception:** use of the files generated by the Marketing Toolkit **DO NOT** need to be reviewed when used exactly as provided. Any changes to these files must be submitted to [ICOMarketingRequest@kbb.com](mailto:ICOMarketingRequest@kbb.com) for review and approval prior to release.

**1.2** If an advertising agency or media outlet creates your advertisement, it must still be submitted for review and approval.



## 2 General Requirements

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- 2.1** Proper use is “Kelley Blue Book® Instant Cash Offer”  
**DO NOT** use “KBB” or “KBB ICO” or “Kelley Blue Book’s Instant Cash Offer”
- 2.2** **DO** describe/label your dealership as a “**Participating Dealer**” in reference to the Instant Cash Offer Program. See Dealer Badge in Section 4.1.
- 2.3** Dealer’s logo must be larger than the Approved Marks (See Section 4). It must be obvious that the ad is for dealer. Consumers should not be confused by the ad and think it is an ad from Kelley Blue Book.
- 2.4** Include the appropriate Disclosure and Specific Media Requirements (see Section 5)
- 2.5** **DO NOT** falsely associate dealership employees or representatives who handle Instant Cash Offers as a Kelley Blue Book or Instant Cash Offer manager, team member, employee, representatives or any other similar term, including “from Kelley Blue Book” or “from KBB”.
- 2.6** **DO NOT** present the Offer as a trade-in offer only; Participating Dealers cannot require the Instant Cash Offer to be used as a trade-in and **MUST** not require a purchase to redeem the Offer
- 2.7** **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 car or truck.”)
- 2.8** **DO NOT** present or imply that an Offer is:
- “guarantee” or “guaranteed”
  - “best” or “the most favorable” price for a car
  - “best offer” or a “top-of-the-market price”
  - “minimum” trade-in value or an amount that can only increase when a seller brings in his or her car
  - backed by Kelley Blue Book
  - guaranteed by Kelley Blue Book
  - verified by Kelley Blue Book
  - powered by Kelley Blue Book
- 2.9** **DO NOT** state or imply that an Offer can be obtained for any car, regardless of its make, model year, history or condition. You may use a general statement such as “Most vehicles qualify for an Instant Cash Offer. See Program Terms and Conditions for exclusions.”
- 2.10** **DO NOT** create your own video, TV or radio spots that are solely about the Kelley Blue Book Instant Cash Offer, although you may reference it in your advertising/marketing as provided for herein (see Section 5 for Disclosure and Specific Media Requirements).
- 2.11** **Steps to Obtain ICO.** 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 required disclosure in 5.1:
1. Tell us about your car and get an Instant Cash Offer
  2. Bring your car and your offer to <name of dealer>
  3. Once we verify the offer, we’ll give you trade-in credit or buy your car on the spot.



## 3 Templates

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- 3.1** Templates of marketing materials have been provided for use in Dealer advertising. Templates are available here: [kbbpaassets.mymarketingbench.com/Home.epm](http://kbbpaassets.mymarketingbench.com/Home.epm)
- 3.2** Except for the Templates and the Dealer Badge provided in Section 4, no other use of any Kelley Blue Book logo is permitted.
- 3.3** **DO NOT** separate or otherwise alter any elements of the Templates or Approved Marks 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.
- 3.4** Except as allowed in the Templates, **DO NOT** combine any portion(s) of the Templates or any other Kelley Blue Book logos with your Dealer's name or display in combination with your Dealer's logo as an element of a composite trademark.
- 3.5** **DO NOT** use the Templates or any Kelley Blue Book logos on signs for your dealership or as the branding for your dealership.
- 3.6** **DO NOT** use the Templates on outdoor signage, billboards, buses, bus stops or similar advertisements.
- 3.7** The maximum size for Templates is 24" x 24".
- 3.8** **Approval** - use of the assets generated from the Templates in the Marketing Toolkit **DO NOT** need to be reviewed when used exactly as provided. Any changes to the Templates must be submitted to [ICOMarketingRequest@kbb.com](mailto:ICOMarketingRequest@kbb.com) for review and approval prior to release.



## 4 Approved Marks

- 4.1 DEALER BADGE.** Only the following Instant Cash Offer Participating Dealer identifier may be used:



### **Instant Cash Offer** PARTICIPATING DEALER

**THIS LOGO CAN BE USED ON:**

- Email Signatures
- Shirts
- Business Cards

**4.2 PRODUCT MARK: KELLEY BLUE BOOK® INSTANT CASH OFFER**

**4.2.1** 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.

**4.2.2** All references to “Kelley Blue Book® Instant Cash Offer” made in your advertising copy and headlines must appear in plain text, not logotype, except for the Participating Dealer Badge.

**4.3 DO NOT** reference Buying Centers or Trade-In Centers

**4.3.1** For example, “Authorized Kelley Blue Book Buying Center” and “Authorized Kelley Blue Book Trade-In Center” are prohibited

**4.3.2 DO** refer to dealership as a Kelley Blue Book Instant Cash Offer Participating Dealer

**4.4 DO NOT** state or imply that Kelley Blue Book is a partner of dealership or that dealership has partnered with Kelley Blue Book

**4.4.1** For example, “Dealership has partnered with Kelley Blue Book” to give you a way to sell or trade in ytour car” is prohibited.





## 5 Disclosures and Specific Media Requirements

### 5.1 Online/Website/Landing Pages:

#### 5.1.1 Disclosure

Not all vehicles are eligible for an Instant Cash Offer. Offers are good for seven (7) days at Participating Dealers. The Offer may be less than the Kelley Blue Book® Trade-In Value or Range. Kelley Blue Book does not redeem Offers, purchase vehicles or own/operate Participating Dealers. Dealer inspection required. If the info you provide about the vehicle differs from the dealer inspection, the Offer amount may be decreased. Kelley Blue Book and its affiliates are not responsible for Offer adjustments or if a Participating Dealer won't accept your vehicle. Dealers pay a fee to participate in the Kelley Blue Book Instant Cash Offer program. [Program Terms and Conditions apply.](#)

**5.1.2** Only Approved Marks (shown in Section 4) can be used.

**5.1.3** Dealer's logo must be larger and appear more prominently than the Approved Marks.

**5.1.4** Dealer's name/logo must be used more often than the Approved Marks.

**5.1.5** Disclosure must be included and appear in font size 10 point or larger.

**5.1.6** Disclosure must be in a contrasting color against the background.

**5.1.7** Approved Marks should be in line with the size of the accompanying text of the ad.

**5.1.8** Use your dealership or company colors for an ad (**DO NOT** use primarily blue and/or gold/yellow unless those colors are contained in your logo).

**5.1.9 DO NOT** display or reference specific amounts or values in Instant Cash Offer advertising.

### 5.2 TV/Video

#### 5.2.1 Disclosure

Not all vehicles are eligible for an Instant Cash Offer. Offers are good for seven (7) days at Participating Dealers. The Offer may be less than the Kelley Blue Book® Trade-In Value or Range. Kelley Blue Book does not redeem Offers, purchase vehicles or own/operate Participating Dealers. Dealer inspection required. If the info you provide about the vehicle differs from the dealer inspection, the Offer amount may be decreased. Limitations and terms and conditions apply. For important details, go to KBB.com and click on the Terms of Service link to see the Instant Cash Offer Program Terms and Conditions.

**5.2.2** Only Approved Marks (shown in Section 4) can be used.

**5.2.3** Dealer's logo must be larger and appear more prominently than the Approved Marks.

**5.2.4** Dealer's name/logo must be used more often than the Approved Marks.

**5.2.5** Dealer Badge can only be shown twice (maximum) in the video.

**5.2.6** Dealer Badge can only appear for 3 seconds or less in the video.

**5.2.7** Product Name can be mentioned twice (maximum) in the video, subject to 5.2.4

**5.2.8** Disclosure must be included and appear in font size 10 point or larger.

**5.2.9** Disclosure must be in a contrasting color against the background.

**5.2.10** Approved Marks should be in line with the size of the accompanying text of the ad.

**5.2.11** Approved Marks cannot be larger than fifteen (15%) percent of the screen/video/space.

**5.2.12** Use your dealership or company colors for an ad (**DO NOT** use primarily blue and/or gold/yellow unless those colors are contained in your logo).

**5.2.13 DO NOT** display or reference specific amounts or values in Instant Cash Offer advertising.



## 5 Disclosures and Specific Media Requirements - continued

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### 5.3 Radio

#### 5.3.1 Disclosure

The Kelley Blue Book Instant Cash Offer is good for 7 days. Not all vehicles are eligible and inspection is required. See KBB.com for limitations, terms and conditions.

**5.3.2** Disclosure must be included.

**5.3.3** Only Approved Marks (in Section 4.2) may be mentioned.

**5.3.4** Approved Marks may only be referenced twice in one spot

**5.3.5** Dealer's name/logo must be used more often than the Approved Marks.

**5.3.6 DO NOT** mention or reference specific amounts or values in Instant Cash Offer advertising.

### 5.4 Email

#### 5.4.1 Disclosure

Not all vehicles are eligible for an Instant Cash Offer. Offers are good for seven (7) days at Participating Dealers. The Offer may be less than the Kelley Blue Book® Trade-In Value or Range. Kelley Blue Book does not redeem Offers, purchase vehicles or own/operate Participating Dealers. Dealer inspection required. If the info you provide about the vehicle differs from the dealer inspection, the Offer amount may be decreased. Kelley Blue Book and its affiliates are not responsible for Offer adjustments or if a Participating Dealer won't accept your vehicle. Dealers pay a fee to participate in the Kelley Blue Book Instant Cash Offer program. [Program Terms and Conditions apply.](#)

**5.4.2** Only Approved Marks (shown in Section 4) can be used.

**5.4.3** Dealer's logo must be larger and appear more prominently than the Approved Marks.

**5.4.4** Dealer's name/logo must be used more often than the Approved Marks.

**5.4.5** Dealer Badge and Product Name can only appear twice in the email, subject to 5.4.4.

**5.4.6** Disclosure must be included and appear in font size 10 point or larger.

**5.4.7** Disclosure must be in a contrasting color against the background. **5.4.8** Approved Marks must be at least one inch (96 pixels) in height or larger but smaller than Dealer's logo.

**5.4.9** Approved Marks should be in line with the size of the accompanying text of the ad.

**5.4.10** Use your company colors for an ad (**DO NOT** use primarily blue and/or gold/yellow unless those colors are contained in your logo).

**5.4.11 DO NOT** display or reference specific amounts or values in Instant Cash Offer advertising.





## 5 Disclosures and Specific Media Requirements - continued

### 5.5 Print/Direct Mail

#### 5.5.1 Disclosure

Not all vehicles are eligible for an Instant Cash Offer. Offers are good for seven (7) days at Participating Dealers. The Offer may be less than the Kelley Blue Book® Trade-In Value or Range. Kelley Blue Book does not redeem Offers, purchase vehicles or own/operate Participating Dealers. Dealer inspection required. If the info you provide about the vehicle differs from the dealer inspection, the Offer amount may be decreased. Kelley Blue Book and its affiliates are not responsible for Offer adjustments or if a Participating Dealer won't accept your vehicle. Dealers pay a fee to participate in the Kelley Blue Book Instant Cash Offer program. [Program Terms and Conditions apply](#) and can be found by clicking on the Terms of Service link on KBB.com.

**5.5.2** Only Approved Marks (shown in Section 4) can be used.

**5.5.3** Dealer's logo must be larger and appear more prominently than the Approved Marks.

**5.5.4** Dealer's name/logo must be used more often than the Approved Marks.

**5.5.5** Dealer Badge and Product Name can only appear twice, subject to 5.5.4.

**5.5.6 DO NOT** use amounts or values in connection with ICO.

**5.5.7** Disclosure must be included and appear in font size 10 point or larger.

**5.5.8** Disclosure must be in a contrasting color against the background.

**5.5.9** Approved Marks must be at least one inch (96 pixels) in height or larger but smaller than Dealer's logo.

**5.5.10** Approved Marks should be in line with the size of the accompanying text of the ad.

**5.5.11 DO** Use your company colors for an ad (**DO NOT** use primarily blue and/or gold/yellow unless those colors are contained in your logo).

**5.5.12 DO NOT** display or reference specific amounts or values in Instant Cash Offer advertising.

### 5.6 Paid Advertising – No use permitted in SEM, Keywords, Sponsored Ads

**5.6.1 DO NOT** use any Kelley Blue Book trademarks in paid search.

**5.6.2 DO NOT** use any Kelley Blue Book trademarks in sponsored ads on search engines.

**5.6.3 DO NOT** buy any Kelley Blue Book trademarks as keywords.

**5.6.4 DO NOT** use any Kelley Blue Book trademarks in sponsored ads in email or print mail campaigns.

### 5.7 Websites

**5.7.1 DO NOT** use any Kelley Blue Book trademarks in a domain name/URL/subdomain URLs.

- For example, www.Dealership.com/InstantCashOffer, www.dealership.com/ICO, www.dealership.com/kbb-instant-cash-offer, and anything similar are prohibited.

**5.7.2 DO NOT** use any Kelley Blue Book trademarks in a page title on a website.

- For example, KBB Instant Cash Offer/Dealership or KBB ICO dealership or dealership ICO, etc. are prohibited

**5.7.3 DO NOT** use any Kelley Blue Book trademarks in metadata, metatags or for website optimization.



## 6 Compliance

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**You must:**

- 6.1 Comply with all applicable federal, state and local advertising laws, rules and regulations;
- 6.2 be truthful in all claims;
- 6.3 have a reasonable basis for all factual claims conveyed in your advertisements;
- 6.4 sell all advertised vehicles at the prices, and under the conditions, described in your advertisements

**NOTE:** 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.



## 7 Approved Statements About the Program

**7.1** 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.

- In general, you may replace the words “this Participating Dealer” with your dealership name.

### **7.2 Acceptable:**

- Get a Kelley Blue Book® Instant Cash Offer for your car from this Participating Dealer
- Get a Kelley Blue Book® Instant Cash Offer for your car from <Dealership Name>
- Get a Kelley Blue Book® Instant Cash Offer
- Get a Kelley Blue Book® Instant Cash Offer in minutes
- Get a Kelley Blue Book® Instant Cash Offer for your car
- Get a Kelley Blue Book® Instant Cash Offer for your car now
- Sell your car with a Kelley Blue Book® Instant Cash Offer
- Trade in or sell your car with a Kelley Blue Book® Instant Cash Offer
- {Dealership Name} is proud to be a Participating Dealer in the Kelley Blue Book® Instant Cash Offer Program
- A Participating Dealer in the Kelley Blue Book® Instant Cash Offer Program
- A Kelley Blue Book® Instant Cash Offer Participating Dealer
- Kelley Blue Book® Instant Cash Offer Participating Dealer
- {Dealer Name} is your Kelley Blue Book® Instant Cash Offer Participating Dealer
- Get a Kelley Blue Book® Instant Cash Offer from this Participating Dealer
- Get a Kelley Blue Book® Instant Cash Offer from [Enter Dealer Name]
- Get a Kelley Blue Book® Instant Cash Offer for your car from this Participating Dealer
- Get a Kelley Blue Book® Instant Cash Offer for your car now from this Participating Dealer

- Sell your car with a Kelley Blue Book® Instant Cash Offer at this Participating Dealer
- Trade in or sell your car with a Kelley Blue Book® Instant Cash Offer at this Participating Dealer
- Ready to Trade In or Sell Your Car? Get a Kelley Blue Book® Instant Cash Offer for your car in minutes.
- The Kelley Blue Book® Instant Cash Offer is an easy way to trade or sell your car today.
- Get a reliable offer that’s based on the trusted Kelley Blue Book® Trade-In Values and redeem today.
- Get a real offer that’s based on the trusted Kelley Blue Book® Trade-In Values and redeem today.
- Use your Kelley Blue Book® Instant Cash Offer toward your next car or let this Participating Dealer buy it for cash.
- Use your Kelley Blue Book® Instant Cash Offer toward the purchase of another car or simply sell your car outright.
- Get a Kelley Blue Book® Instant Cash Offer and sell us your car today.
- Sell your car to us today – no purchase necessary.
- Find out the Kelley Blue Book® Instant Cash Offer for your car.
- Use your Kelley Blue Book® Instant Cash Offer to trade in your car or let this dealer <us> buy it for cash.
- Visit <Participating Dealer website> and get your Kelley Blue Book® Instant Cash Offer.
- Most vehicles qualify for an Instant Cash Offer. See Program Terms and Conditions for exclusions.
- Find out what you can get for your car today.
- Find out what you can get for your car today at {Dealer Name}
- Get an official offer to buy your car with the Kelley Blue Book® Instant Cash Offer.



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