

kijiji Media Kit

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You might think of
us as that site for
second-hand goods
and you'd be right
— *kind of.*

THAT'S JUST WHERE
OUR STORY AND YOUR
OPPORTUNITY BEGIN

Where
Canadians
Go to
Buy & Sell

Canada's marketplace

Millions of English and French speaking Canadians visit Kijiji and Kijiji Autos each month to search and browse through our vibrant marketplaces to buy and sell. They come back knowing that Kijiji and Kijiji Autos are the destinations to discover products and make money, earning us the title: Canada's most visited online classifieds site.

14.8M

unique visitors*

717M

monthly page views*

124M

monthly visits*

Motivated shoppers

Our visitor behaviour makes it clear that Kijiji is the place they come to buy and sell.



37

Pages viewed
per visitor*



9.8M

Message and email
replies per month*



59

Average mins
per visitor*

Shopping across screens

Though trends show that mobile web and app use is on the rise, there continues to be a strong reason to engage shoppers on desktop.



Desktop

Unique Visitors: 6.1 M
Visits: 41.2 M*
Monthly Mins Per User: 67.1 mins*



Mobile Web

Unique Visitors: 8.4 M*
Visits: 86.5 M*
Monthly Mins Per User: 31 mins*



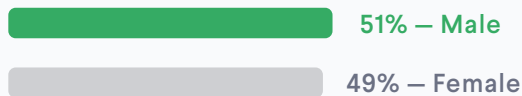
App

Monthly Active Users: 4.5 M*
Monthly Mins Per User: 86 mins*

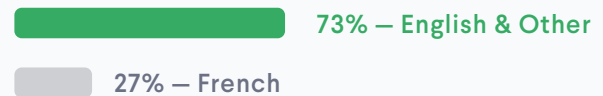
Kijiji is for All

Our marketplace draws every type of Canadian

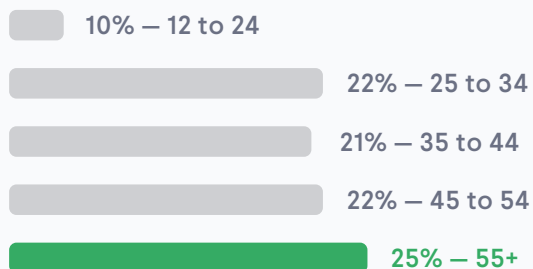
Gender*



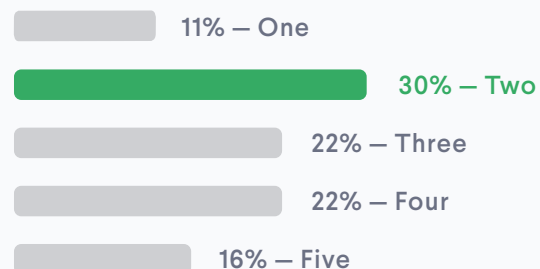
Language*



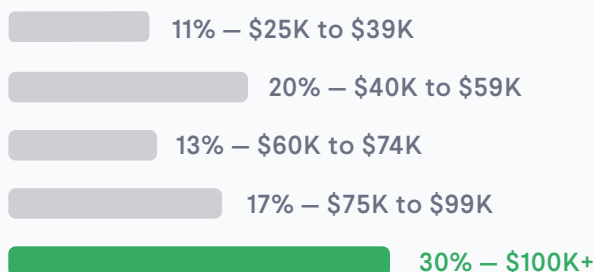
Age*



Household Size†



Household Income‡



Geography (unique monthly visitors)*



Did you know?

Second-Hand Economy Insight

82% of Canadians transacted in the second-hand economy (buying, selling, trading or renting second-hand items) in 2018. And Kijiji was the dominant commercial channel for their participation, with more activity on our marketplace than all other online platforms combined.‡

Kijiji Buyer Path

5 steps to *finding* that something

- 1 Shoppers can start their search on Kijiji in many different ways



Direct

or



Search Engine

- 2 They have options to find what they are looking for, based on how they like to shop



Keyword
Search

or



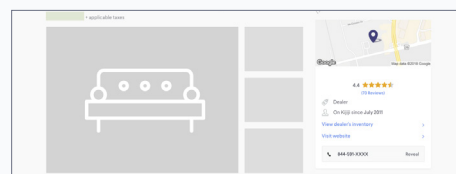
Browse by
Category

- 3 Product listings are displayed to them on Search Result Pages based on keyword searches or category interest



Search Results Page (SRP)

- 4 They can click through to View Item Pages for product information and seller contact details



View Item Page (VIP)

- 5 The favourites feature allows them to keep an eye on ads that interest them



Added to My
Favourites

Kijiji Seller Path

5 steps to *selling* that something

1

Sellers and businesses start on Kijiji with the simple click of a button

Post Ad

2

They write an ad title and select a product category

modern couch

3

They add details about their product and location / contact information



4

Shoppers can connect with them through their preferred method of contact

Hi, is the couch still available?

Yes, it is! When are you free?

5

Shoppers and sellers can also connect directly on the Kijiji site through the My Messages feature



My Messages

We categorize our visitors into four different profiles:



Browsers

Visitors who want to see what sellers are offering, categories guide them



Searchers

Keyword searches indicate that a shopper has a specific product they're looking for



Intenders

Intenders are actively replying to sellers and are eager to make a purchase



Sellers

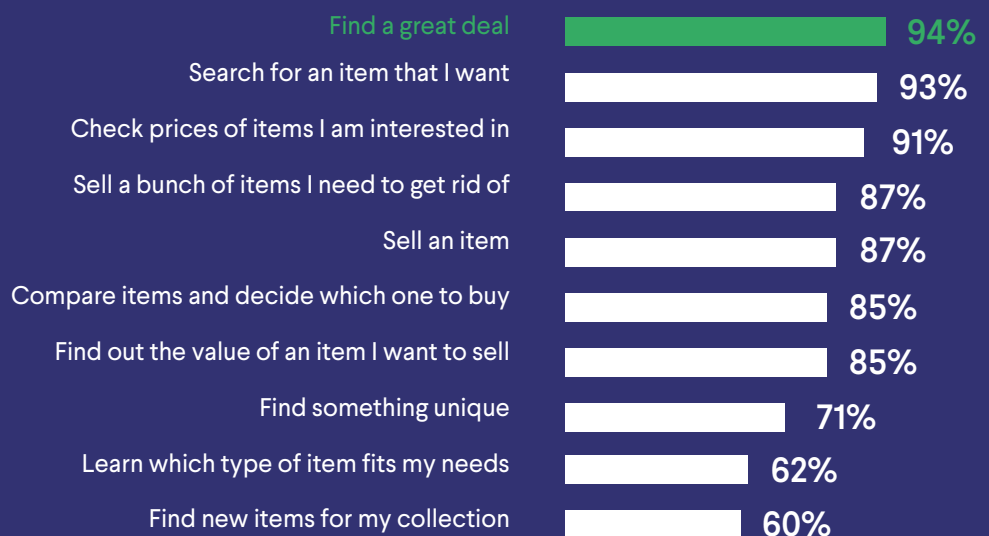
Unique to our platform, shoppers can also be selling at the same time

Top ten reasons why visitors come to Kijiji



7 out of 10

reasons to visit Kijiji are motivated by buying instead of selling



Source: eBay Classifieds Group, Market Effectiveness Tracker, Q2 Results 2019.

Kijiji is for life

Let's take a look at some common "Kijiji" moments



An average Kijiji visitor uses the platform for casual and seasonal shopping, major life moments and because of their connection to the second-hand economy.

Everyday & seasonal shopping



Electronics

With new devices released every year, they visit Kijiji to sell their current device and look for something new.



Auto Parts

As the snowfall and ice make the roads slippery, they use Kijiji to buy their next set of wheels and tires for the winter.



Baby Stuff

They go to Kijiji to participate in the second-hand economy to sell cribs, carriers and strollers to new parents.

Major life decisions



Moving In/Out

They'll use Kijiji to find movers, hunt for vintage decor and buy new and second hand furniture.



Finding a Car

Whether it's a new job or it's to treat themselves, they use Kijiji to buy and sell their car on Canada's #1 online auto shopping website.*



Finding a Home

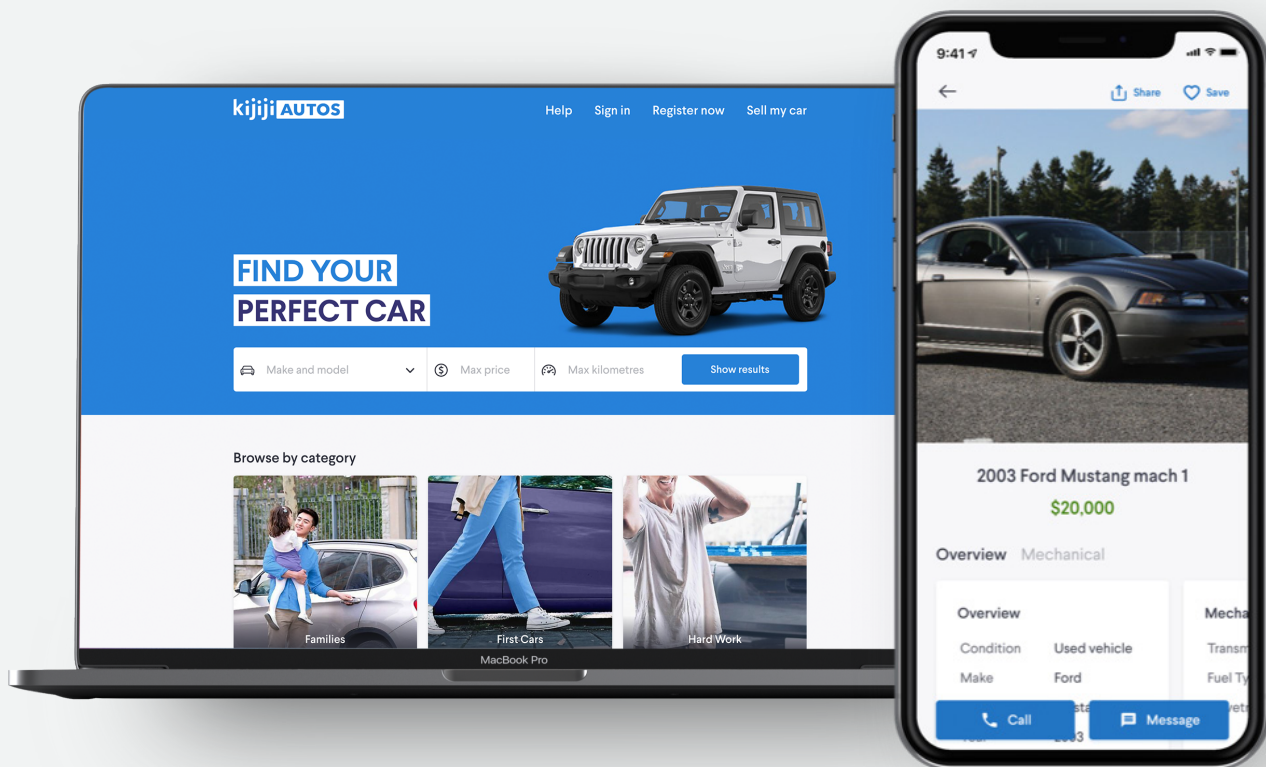
When they find a new home, they use Kijiji to buy household items (eg. appliances, furniture, etc) or sell anything that they no longer need.

**REACHING
CANADA'S
LARGE AND
ENGAGED
AUTOMOTIVE
AUDIENCE.**

CONNECTING AUTOMOTIVE BUYERS AND SELLERS

As we continue to set the standard in the digital automotive landscape, we developed Kijiji Autos - a dedicated platform that was designed to make car shopping easier for everyone.

The website and mobile app were created to help Canadians shop for new or used cars and trucks. It is packed with features to create a seamless research experience, to educate shoppers on dealerships' market price comparison and car history.



A DUAL MARKETPLACE WITH SHARED CONSUMER INSIGHTS

The power of our two platforms is what makes Kijiji Autos a prime destination for reaching car shoppers in the Canadian market.

Unlike traditional vehicle marketplaces, we understand what else our users are shopping for – from furniture, to rental properties, services and jobs. We can start to build a better consumer profile and can work with you to target high quality impressions across your campaigns.

How we target by consumer life stage



Families

Target users searching for baby items, nannies and 3-bedroom homes (likely to have a growing family) with SUV's or other family-friendly vehicles.



Newcomers

Target users searching from international IP addresses and reading specialized content on the Kijiji Central Blog (likely a newcomer) with insurance products.



Students

Target users searching for summer jobs, roommates and textbooks (likely a student) with compact vehicles.



Tradespeople

Target users searching for tools, work boots and posting jobs in the skilled trades category (likely a business owner / operator in the Trades industry) with Trucks.

CANADA'S AUTOMOTIVE MARKETPLACE

Millions of English and French speaking Canadians visit Kijiji Cars & Vehicles and Kijiji Autos each month to buy and sell their cars & trucks. They come back knowing that Kijiji and Kijiji Autos are the destinations to research new cars, compare makes and models, and make money selling their old vehicle. This has earned us the title: Canada's most visited online classifieds site.

4.1M

unique visitors*

173M

monthly page views*

32.8M

monthly visits*

Motivated shoppers

Our visitor behaviour makes it clear that Kijiji Autos is the place they come to buy and sell.



4.8

Average page views per visitor*



5.4

Average mins per visitor*



2.3M

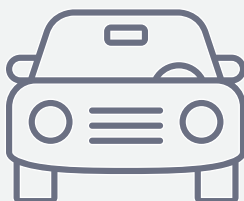
Monthly engagements*

High-quality vehicles are parked on Kijiji Autos

Trust and quality are Kijiji Autos' key perceived strengths by consumers.[†] Kijiji Autos is known for having high quality vehicles, which is not surprising given the average car prices on our platform:

\$43,987

Total average listing price for models 2015 and newer. These account for 64% of our inventory.



\$162,346 Exotic[‡]

\$51,455 Luxury[‡]

\$42,862 Pickup Truck[‡]

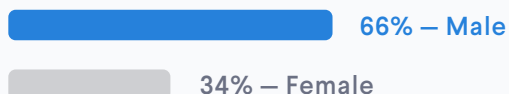
\$39,226 Mass Market Domestic[‡]

\$25,979 Mass Market Import[‡]

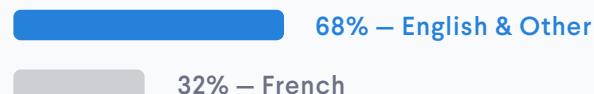
Demographics of Autos Users

Where Canadians go to buy & sell cars and trucks

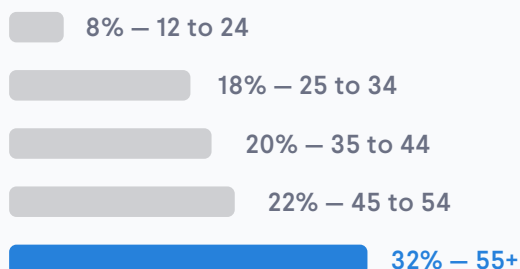
Gender*



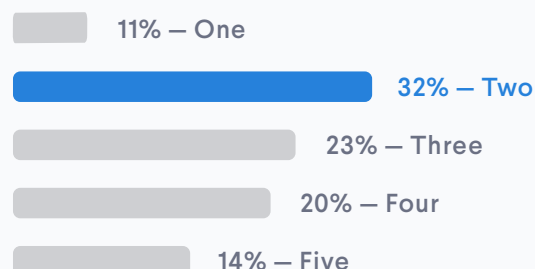
Language*



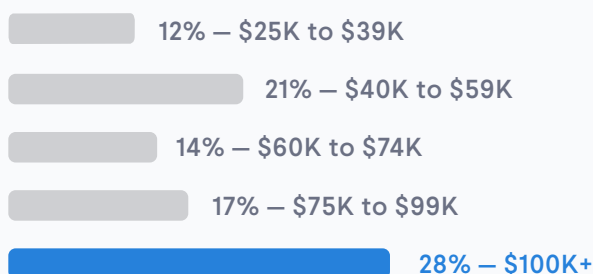
Age*



Household Size†



Household Income‡



Geography (unique monthly visitors)*



Did you know?

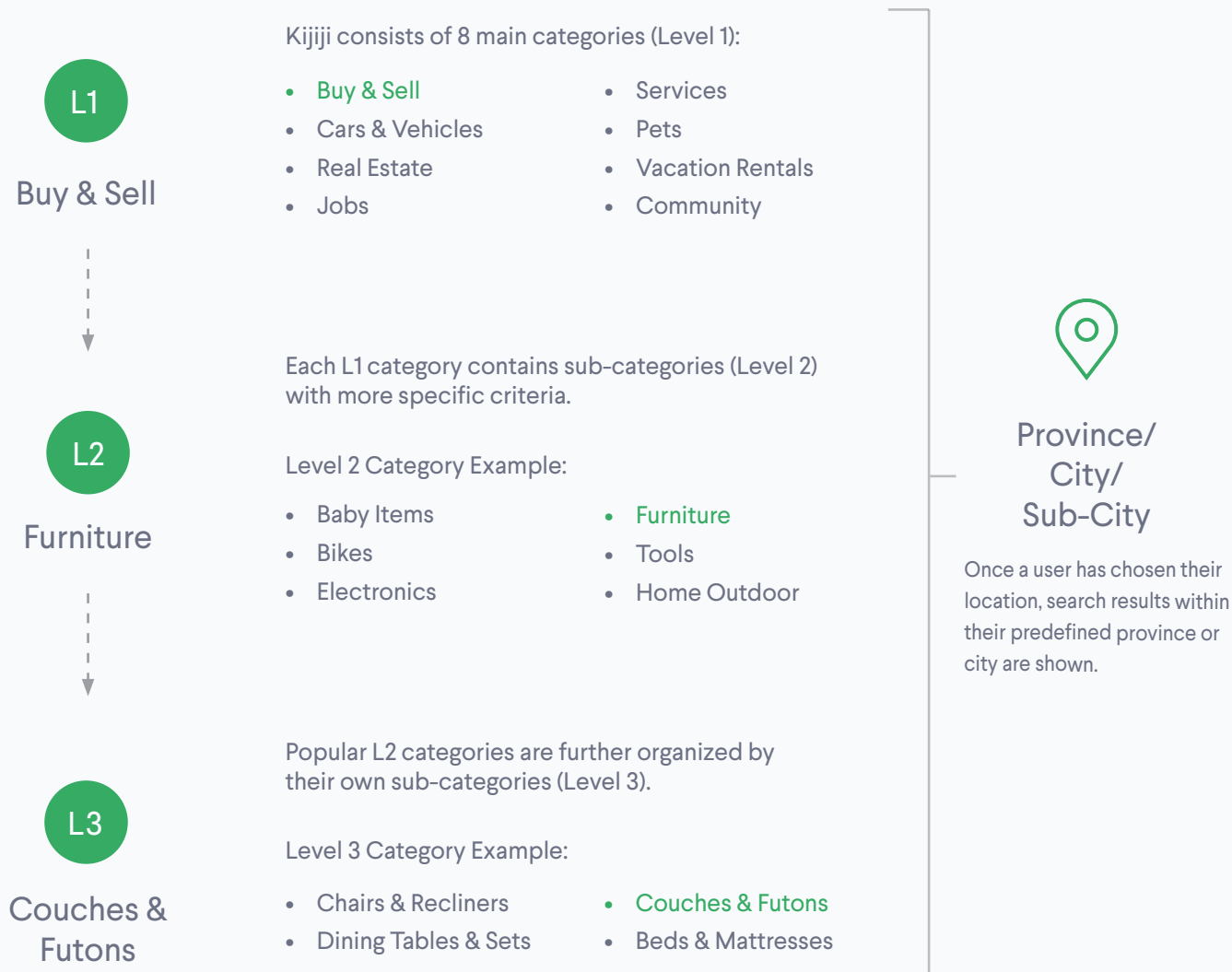
Autos Industry Insight

Consumers aged 55+ are 3 times more likely to buy a vehicle just because they want to (versus need to) compared to millennials.‡

Kijiji Categories

How Categories Work

Let's browse for a couch together!



We organize listings into eight categories to offer Canadians a simple buy and sell experience that inspires discovery and new connections.



Buy & Sell



Cars & Vehicles



Real Estate



Jobs



Services



Vacation Rentals



Pets



Community

Find Your Audience on Kijiji

Reach our audience of 14.8 M monthly unique visitors with any of the following targeting options*:



Location

Target by province and city to reach the perfect audience.



Category

Categories make it easy to target audiences based on the products or services that interest them.



Demographic

From age to household income, reach audiences based on specific demographic criteria.



Behaviour

Connect with shoppers by their behavioural habits such as if they intend to make a purchase soon.



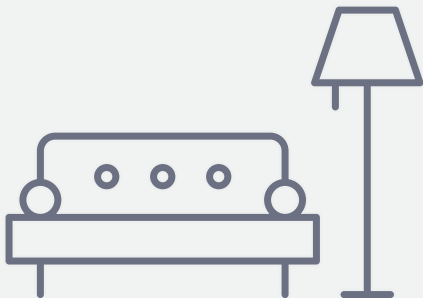
Keyword

Reach audiences based on the keywords they use to discover products and services.



Custom

Custom targeting options can be created to connect brands with the exact audience you seek.



Buy & Sell

Monthly UVs:	4.9 M*
Monthly Searches:	286 M†
Avg. Minutes per User:	23 mins*
Total Page Views:	120 M*

Top Search Terms†

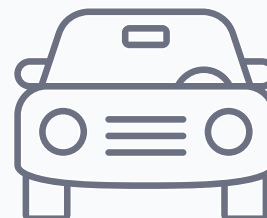
- Couch
- Dresser
- Bike
- Desk
- Sofa
- Guitar
- Sectional
- Fridge

Popular Sub-Categories†

- Furniture
- Sporting Goods & Exercise
- Home-Outdoor & Gardening
- Clothing
- Home-Indoor
- Tools
- Home Appliances
- Arts & Collectibles

Cars & Vehicles

Monthly UVs:	4.1 M*
Total Page Views:	173 M*
Avg. Minutes per User:	44 mins*



Top Search Terms†

- Truck
- Tractor
- Boat
- 4x4
- Trailer
- Motorhome
- SUV
- Camper

Popular Sub-Categories†

- Cars & Trucks
- Vehicle Parts, Tires, & Accessories
- RVs, Campers, & Trailers
- Motorcycles
- ATVs & Snowmobiles
- Heavy Equipment
- Classic Cars
- Boats & Watercraft



Real Estate

Monthly UVs:	3 M*
Monthly Searches:	75.6 M†
Avg. Minutes per User:	17 mins*
Total Page Views:	52 M*

Top Search Terms†

- 1 Bedroom
- Apartment
- Downtown
- Waterfront
- Acreage
- Townhouse
- Cottage
- Bachelor
- Duplex

Popular Sub-Categories†

- Long Term Rentals
- Houses for Sale
- Room Rentals & Roomates
- Land for Sale
- Short Term Rentals
- Commercial & Office Space for Rent
- Condos for Sale

Jobs

Monthly UVs:	624 K*
Monthly Searches:	12.4 M†
Avg. Minutes per User:	19 mins*
Total Page Views:	13 M*

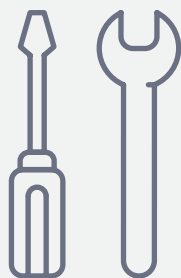


Top Search Terms†

- Part Time
- Server
- Truck Driver
- Owner Operator
- Driver
- Class 1 Driver
- Cook
- Painter

Popular Sub-Categories†

- General Labour
- Construction & Trades
- Drivers & Security
- Bar, Food, & Hospitality
- Part Time & Students
- Cleaning & Houskeeping
- Healthcare
- Sales & Retail Sales



Services

Monthly UVs:	870 K*
Monthly Searches:	15.7 M†
Avg. Minutes per User:	8 mins*
Total Page Views:	9 M*

Top Search Terms†

- Handyman
- Snow Removal
- House Cleaning
- Babysitter
- Movers
- Electrician
- Plumber
- Tutor

Popular Sub-Categories†

- Skilled Trades
- Health & Beauty
- Cleaners & Cleaning
- Childcare & Nanny
- Tutors & Languages
- Entertainment
- Moving & Storage
- Photography & Video

Vacation Rentals

Monthly UVs:	58 K*
Monthly Searches:	565 K†
Avg. Minutes per User:	6 mins*
Total Page Views:	360 K*

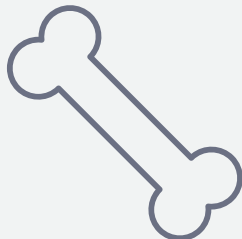


Top Search Terms†

- Mobile Home
- Sherston Shores
- Florida
- Rent by Month
- Cottage
- Puerto Vallarta

Popular Sub-Categories†

- Canada
- USA
- Mexico
- Caribbean



Pets

Monthly UVs:	1.1 M*
Monthly Searches:	40.9 M†
Avg. Minutes per User:	19 mins*
Total Page Views:	24 M*

Top Search Terms†

- Puppies
- Kittens
- Dogs
- Golden Retriever
- Chihuahua
- German Shepherd
- French Bulldog
- Aquarium

Popular Sub-Categories†

- Dogs & Puppies for Rehoming
- Cats & Kittens for Rehoming
- Livestock
- Accessories
- Horses & Ponies for Rehoming
- Fish for Rehoming
- Birds for Rehoming
- Small Animals for Rehoming

Community

Monthly UVs:	220 K*
Monthly Searches:	1.9 M†
Avg. Minutes per User:	8 mins*
Total Page Views:	2 M*



Top Search Terms†

- Rideshare
- Friendship
- Drummer
- Vendors Wanted
- Band
- Eid Bazaar
- Volunteer
- Hockey

Popular Sub-Categories†

- Friendship & Networking
- Rideshare
- Artists & Musicians
- Missed Connections
- Events
- Classes & Lessons

Industry Highlights

Buying for Automotive Brands

Kijiji is *the* place for car shopping in Canada.



We're the #1 online destination for car shoppers in Canada* with 146% more monthly visits than our closest competitor.

Car shoppers return 7.9 times a month.* Brands have an opportunity to build awareness with a highly engaged and loyal audience.



Automotive intenders are active on Kijiji. There are 1.2 M phone + email replies per month for the vehicle category†.

With 66 different automotive brands and 922 models, our diverse inventory attracts every automotive shopper‡.



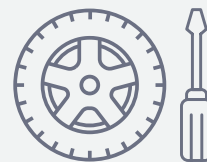
Buying for Automotive Brands

Kijiji is *the* place for car shopping in Canada.



Autos visitors are looking for SUVs (with 16.8 M monthly page views in this category) but are also searching for pick-ups and vans.*

Automotive services are top-of-mind for 96 K unique Kijiji users each month. Top search terms include tire change, safety certificate, & window tinting.*



classic cars

The new Kijiji Autos platform is a hub for classic car lovers. Brands topping the exclusive search term list include Mustang, Corvette, and Camaro.*

With 80 M vehicle description page views a month, shoppers are finding options to suit their needs on the new Kijiji Autos platform.†



Buying for Finance & Insurance?

Reach Canadians when and where they're shopping.



942 M monthly searches means shoppers of all kinds are at the top of the funnel and are looking to spend.[†]

305 M monthly searches in the vehicles and real estate categories means Canadians will need to consider financing and insurance.[†]



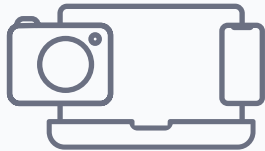
60% of visitors live in households of 3+ people.^{*} These families are open to points programs, rewards, and credit.

With an average of 2.5 email replies per listing in real estate, these Canadians will need insurance, mortgage, and credit.[†]



Buying for Electronics Retailers

Get on Canada's #1 most visited retail website.



Electronics shoppers are visiting Kijiji. There are 15 M monthly sessions across electronics, phones and related categories.

Canada, Kijiji is calling. Shoppers searched in the phone category 14.3 M times in one month.



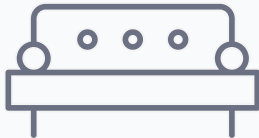
Shoppers are finding what they came looking for. There were 37.2 M views of individual item pages in electronics, phones and related categories.

Big tech brands are popular on Kijiji, with over 14 M unique searches by brand name (including Apple, Google, Garmin, Samsung and Microsoft) and for specific product names.



Buying for Furniture Retailers

Get on Canada's #1 most visited retail website.



Canadians are getting comfy with Kijiji. There are over 3.2 million searches for the terms couch, sofa and sectional a month.

1.7 M visitors use Kijiji to search for rental properties each month. That's 1.7 M Canadians who will need furniture to fit out their new space.



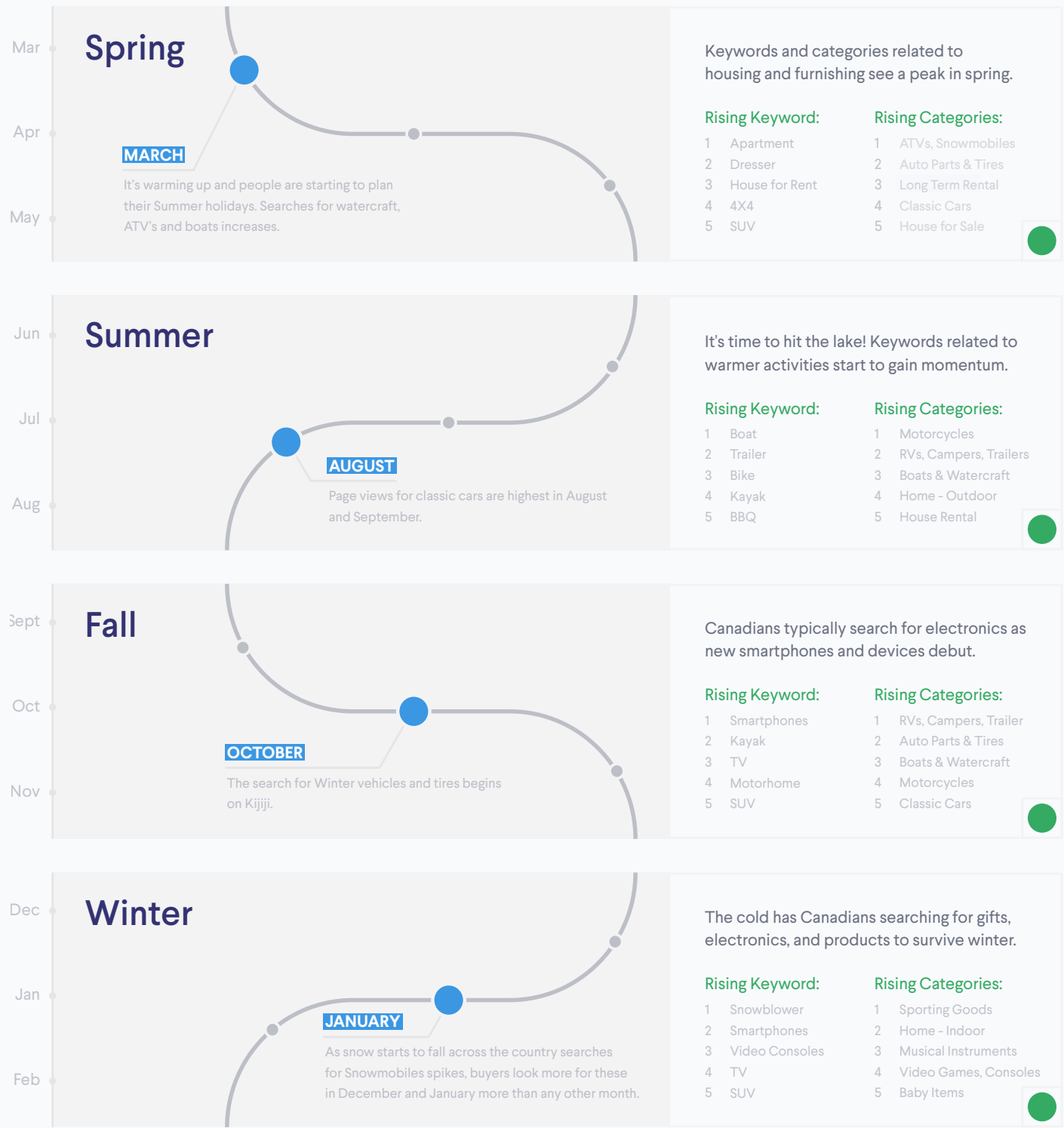
425 K ads were posted in the furniture category. An empty room needs to be filled with something new.

Our users are also rebuilding. There were 2.4 M sessions in the home renovation materials category.



Shopper Trends Calendar

Kijiji isn't just for one type of product, time of the year, or period of life. Here's how searches on Kijiji and Kijiji Autos change throughout the year:



Our Products

Product Glossary

- A — Awareness
- L — Lead Generation
- C — Conquesting
- ★ — Popular Product
- P — Programmatic

Banners (IAB Standard)

Standard placements across categories and locations. Sizes include: 970x250, 970x90, 728x90, 300x250, 300x600, 320x50, and 160x600.

CPM

A L C P

Cars Landing Page

Exclusive sponsorship of the Cars landing page, which displays a large hero image, custom message, CTA, outstream unit or 300x250 banner. Can be purchased nationally and by language.

CPD

A ★

Email Marketing

Connect and engage with Kijiji's mailing list through a sponsored newsletter, content, or an ad unit.

CPD

A

First-Look Impression

Own the first impression of a visitor's session as they begin their shopping journey across categories and locations.

CPM

A C P

Kijiji Homepage Takeover

Exclusive placements on the Kijiji.ca homepage with high impact ad units of 970x250, 320x50, 728x90, and 300x250 sizes. Can be purchased nationally, provincially, and by language.

CPD

A ★ P

Inline Sponsorship

Sponsor an ad unit that is delivered between listings on the search results page. Available in 728x90 and 300x250 for web and mobile. Available across any category or location.

CPD

A C P

Autos Homepage Takeover

Exclusive placements on Kijiji Autos homepage with high impact ad units of 300 x 250/300 x 600 and 728 x 90 sizes. Can be purchased nationally, provincially, and by language.

CPD

A ★

Native Expandable Unit

A native ad unit designed to complement the product or service on view item page with a clickable headline, expanding into additional brand messaging. Available in any category and location.

CPD

A L ★

Category Stack

Own majority share of voice for standard banner placements across chosen categories and locations.

CPD

A C P ★

Native Text Link

Native text-based ad unit designed for performance-based placement within chosen categories and locations.

CPM

L P

Outstream Video

Leverage contextual and audience targeting to capture the attention of visitors shopping on Kijiji with Outstream Video.

CPSV

A P

Autos Entry Point Bundle

Draw attention to related products, services, and offers when shoppers are actively considering products on the view item page.

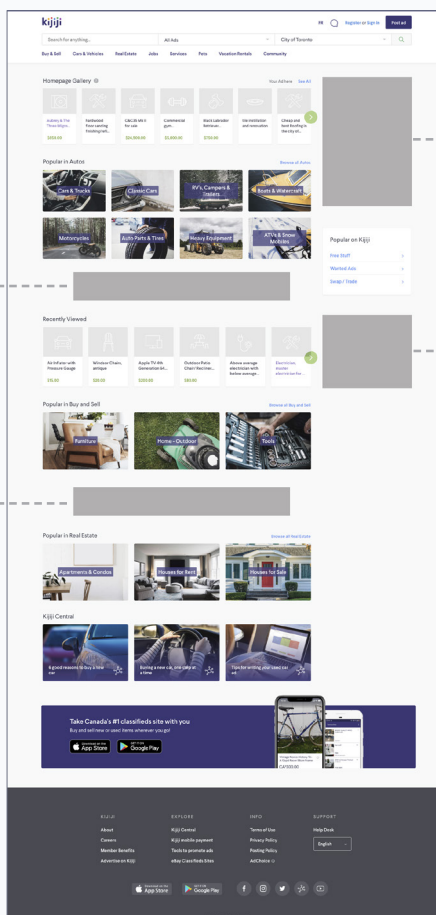
CPD

A ★

Ad Placements

Website Homepage

Desktop



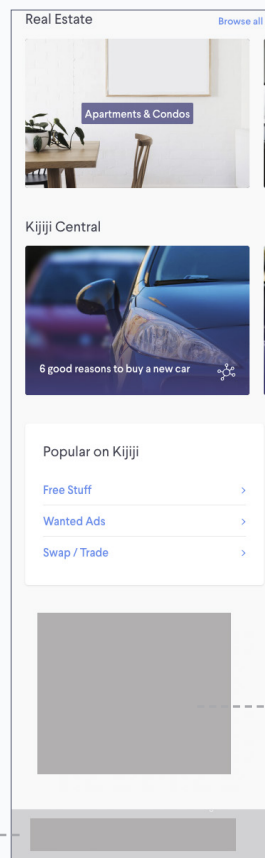
Big Box
300x250
300x600

Leaderboard
728x90

Big Box
300x250

Leaderboard
728x90

Mobile Web



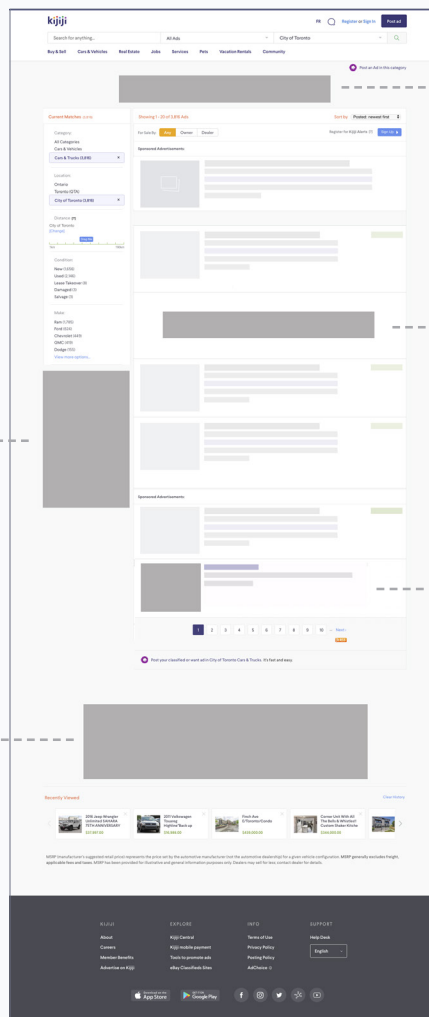
Big Box
300x250

Persistent Unit
320x50

Ad Placements

Website Search Results Page (SRP)

Desktop



Leaderboard
728x90
970x90

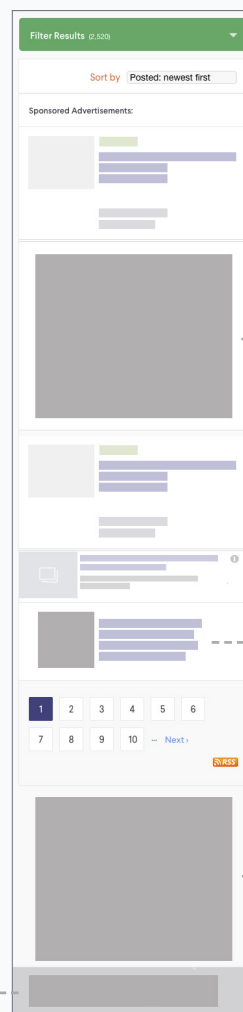
Inline
Leaderboard
728x90

Native Text Link

Big Box
300x250
300x600
Skyscraper
160x600

Billboard
970x250
Leaderboard
728x90
970x90

Mobile Web



Big Box
300x250

Native Text Link

Big Box
300x250

Persistent Unit
320x50

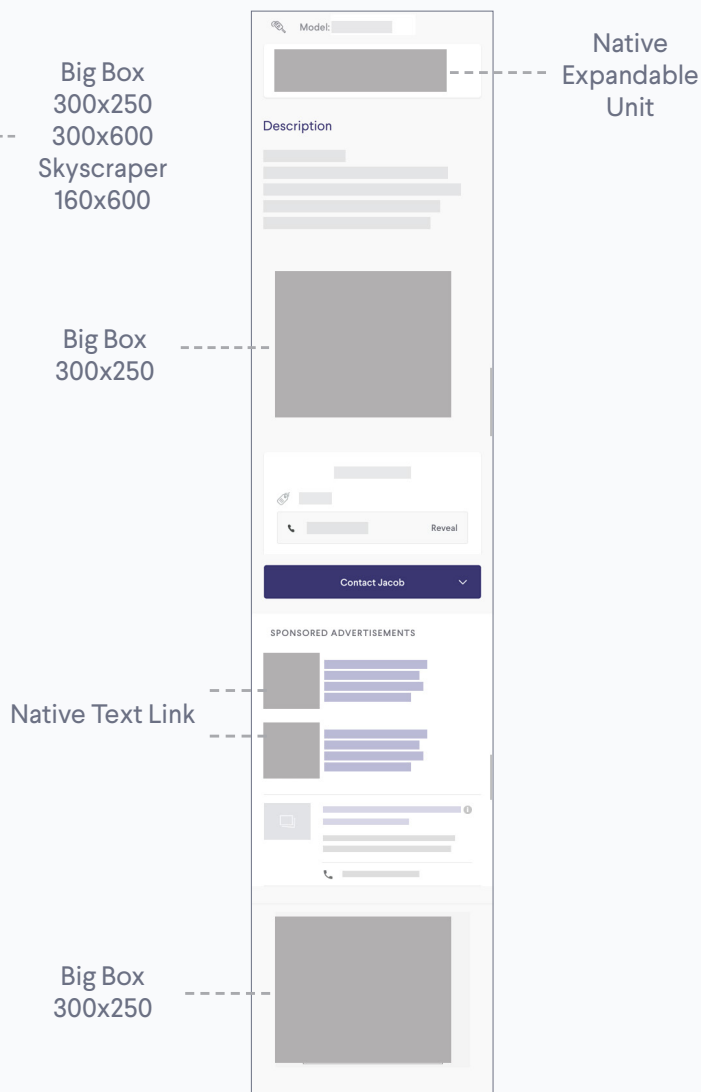
Ad Placements

Website View Item Page (VIP)

Desktop



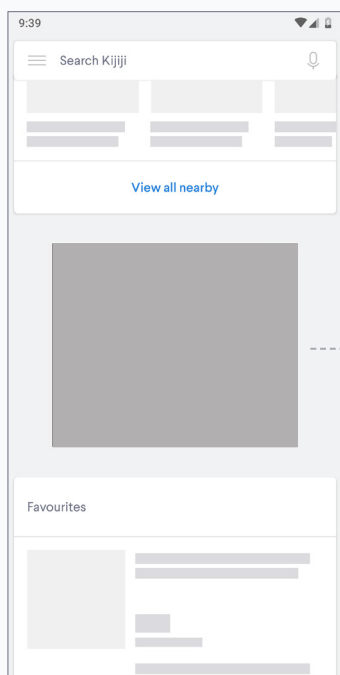
Mobile Web



Ad Placements

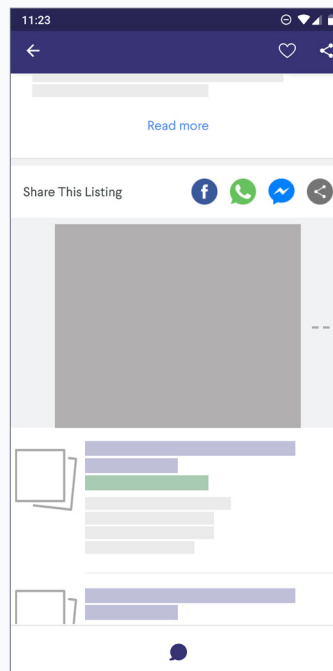
App

Homepage



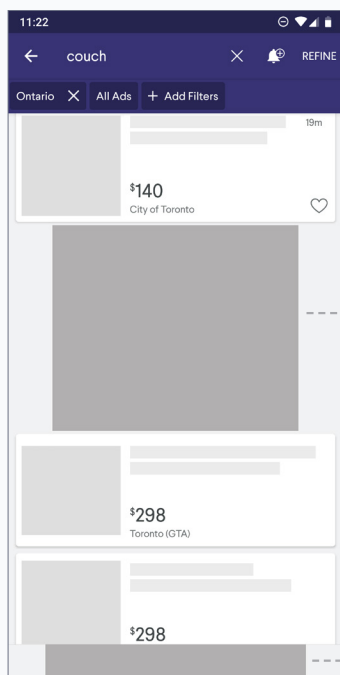
Big Box
300x250

Search Results Page (SRP)



Big Box
300x250

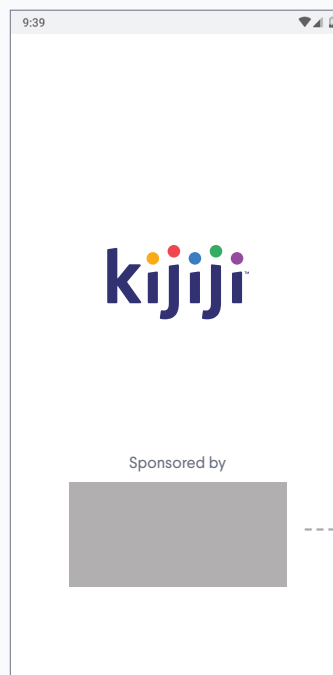
View Item Page (VIP)



Big Box
300x250

Persistent
Unit
320x50

Sponsored App Launch Page



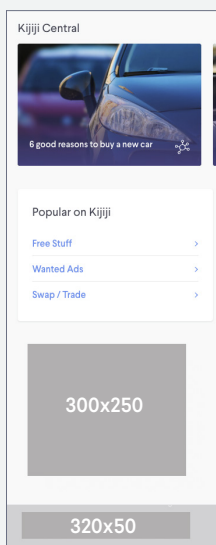
Logo

Product Spotlight

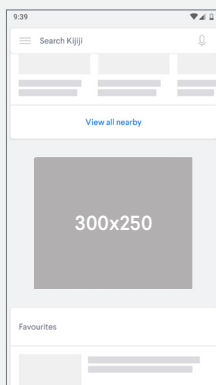
Homepage Takeover

Here's your opportunity to get your brands or products seen by millions* of Canadians on our homepage.

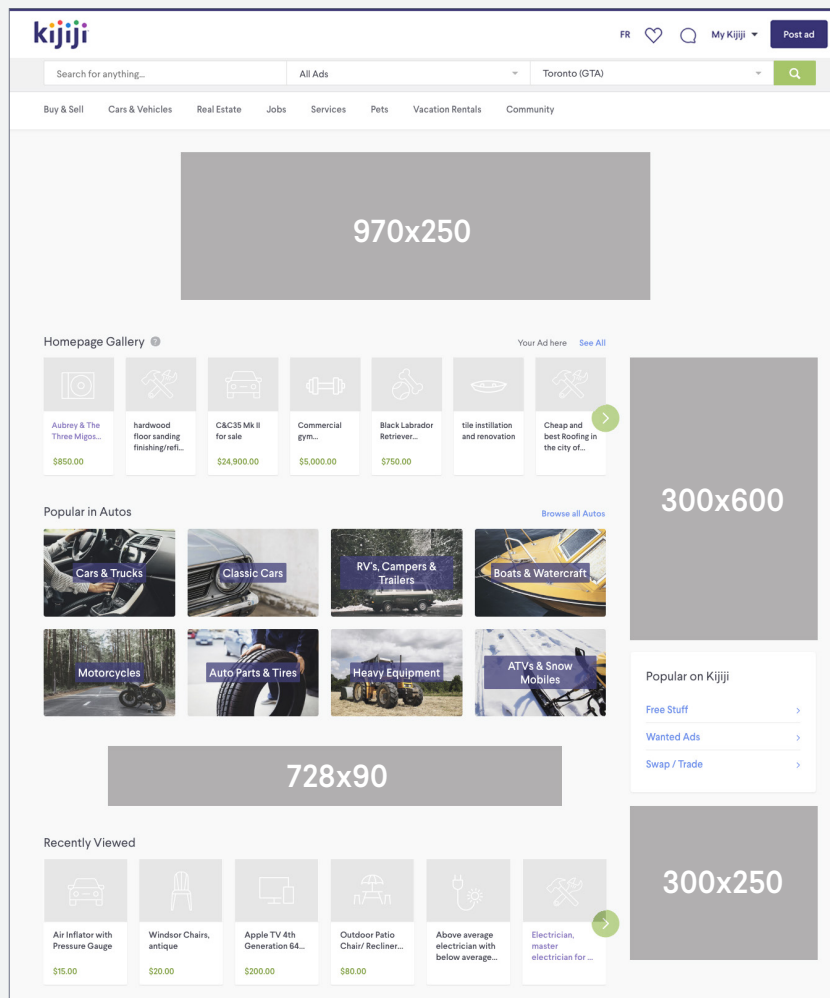
Mobile Web



App



Desktop



SPECIFICATIONS

Required Banner Sizes: 970x250, 728x90, 300x250, 320x50
 Optional Banner Sizes: 300x600
 File Type: JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags
 File Size: 150 KB

HIGHLIGHTS

Type: Programmatic/Direct
 Platform: Web and/or App
 Targeted: National English & French

Product Spotlight

Cars Landing Page Takeover

The perfect opportunity to connect brands with shoppers looking for their next car or truck.
Includes outstream video, a hero image, and companion banners.

Mobile Web

Make:
All

Model:
All

Search 64,026 vehicles

300x250

Browse New Cars by Monthly Finance Price

Tablet

kijiji

Cars & Vehicles - Cars & Trucks in Canada

768x400
Hero Image

300x250

Condition: All New Used

Price: min to max

Make: All

Model: All

Search 188,056 vehicles

Desktop

kijiji

Cars & Vehicles - Cars & Trucks in Toronto (GTA)

1600x400
Hero Image

Clickable CTA Button

Logo (optional)

300x250
Video/Banner

Condition: All New Used

Price: min to max

Make: All

Model: All

Search 68,887 vehicles

Browse New Cars by Monthly Finance Price

under \$500 per month

\$500 - \$699 per month

\$700 - \$899 per month

\$900 and up per month

Taxes, license, insurance, and registration are extra.

Browse by Lifestyle

For Starters
Cars under \$15,000

For Families
Sedans, vans and SUVs

For City Driving
Hatchbacks and coupes

For Working
Trucks that work for you

728x90

Body Type

Sedan

SUV Crossover

Pickup Truck

Coupe

SPECIFICATIONS

Hero Image: 1600x400 (1250x350)

Image File Type: Image must be static file type

Logo: 40px Height

Logo File Type: PEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags.

Headline: 55 Characters (incl. spaces)

Clickable CTA: 50 Characters (incl. spaces)

Video Outstreams: VAST only

Optional Banner: 300x250, 728x90

HIGHLIGHTS

Type: Programmatic/Direct

Platform: Web

Targeted: National English & French

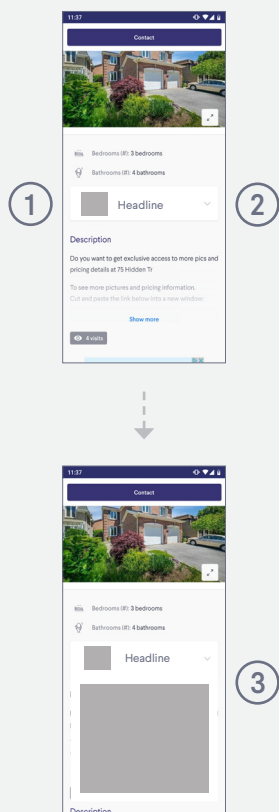
Product Spotlight

Native Expandable Unit

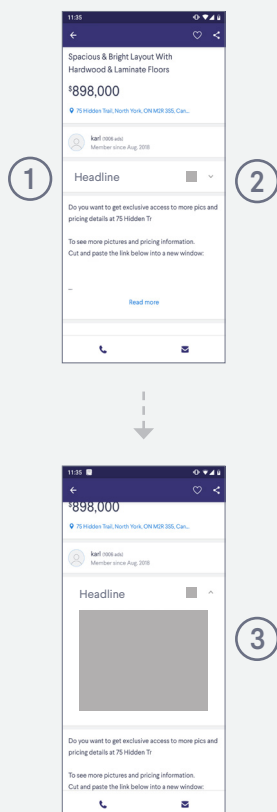
Draw attention to related products, services, and offers when shoppers are actively considering products on the view item page.

- 1 Logo & Offer Headline
- 2 Click to Expand
- 3 Fully Expanded Offer

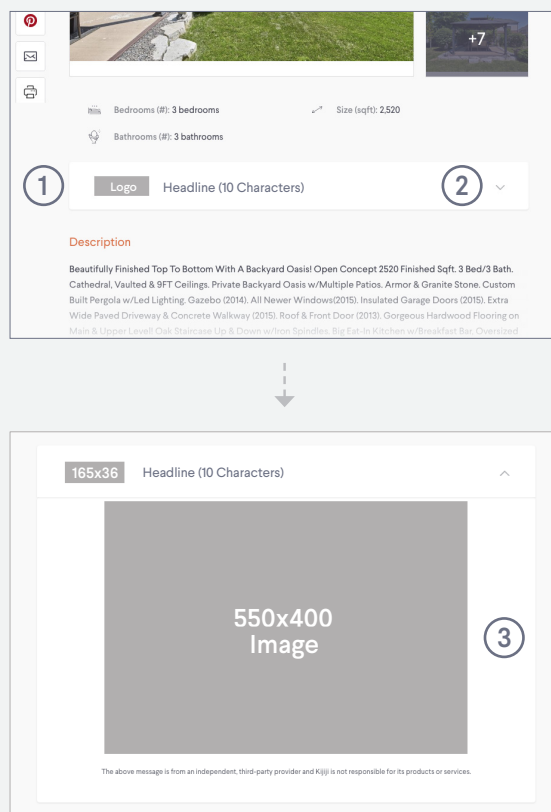
Mobile Web



App



Desktop



SPECIFICATIONS

Headline Length:	30 Characters
Description Length:	70 Characters
Logo Size:	165x36
Logo File Type:	JPEG, GIF, PNG or HTML5
Offer Image Size:	550x400

HIGHLIGHTS

Type:	Direct
Platform:	Web
Targeted:	National English & French

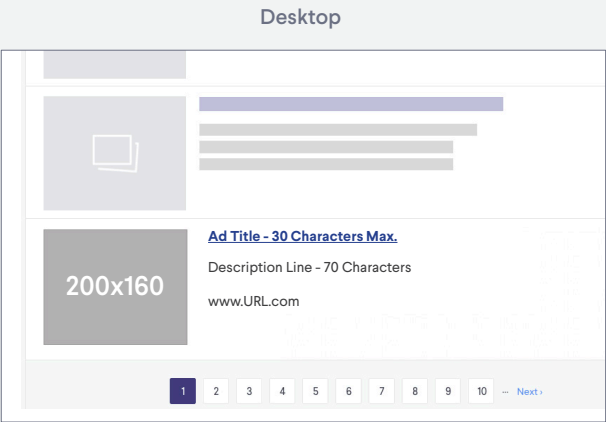
Product Spotlight

Native Text Links

Reach shoppers directly where they're shopping and browsing through products with Native Text Links.

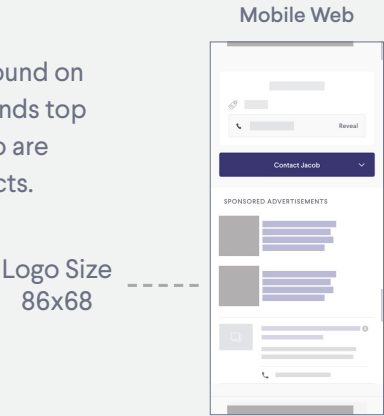
Desktop Text Link

Desktop text links are strategically placed on search results pages to gain the attention of shoppers browsing through listings.



Mobile Web Text Link

Mobile web text links are found on product pages, offering brands top visibility with shoppers who are actively considering products.



DESKTOP TEXT LINK

Logo Size:	200x160
Body Text:	3 lines of text
Line 1:	30 characters
Line 2:	70 characters
Line 3:	URL

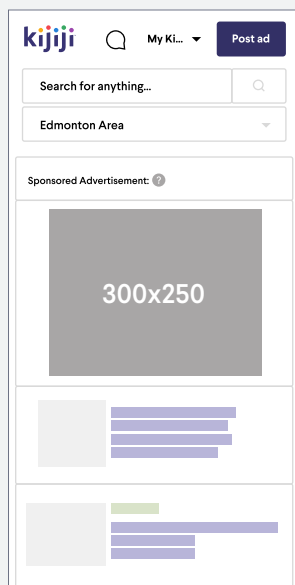
MOBILE WEB TEXT LINK

Logo Size:	86x68
Body Text:	4 lines of text
Line 1:	30 characters
Line 2:	30 characters
Line 3:	30 characters

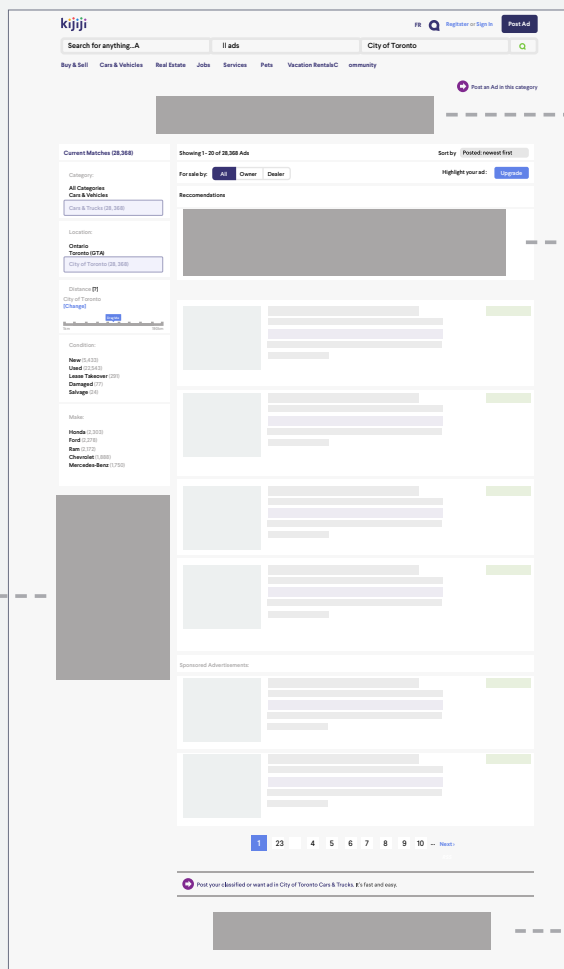
Product Spotlight

Category Stack

The Category Stack offers an impactful presence on the search results page, and the opportunity for a more custom experiences.



Big Box
300x250
300x600
Skyscraper
160x600



Leaderboard
728x90
970x90

Custom Native
890x190
580x190 (Tablet)
300x250 (Mobile)

Leaderboard
728x90
970x90
970x250

SPECIFICATIONS

Required Banner Sizes:	728x90, 300x250, 320x50, 890x190, 580x190
Optional Banner Sizes:	300x600, 160x600
File Type:	JPEG, GIF, PNG, HTML5
File Size:	150 KB

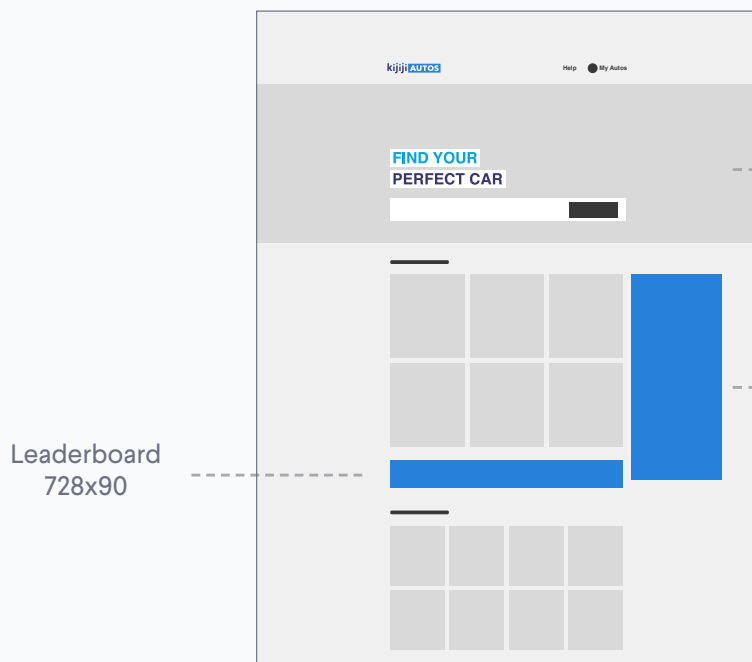
HIGHLIGHTS

Type:	Direct, Programmatic
Platform:	Web and/or App
Language	English & French
Targeting	Categories, Locations, Languages

Ad Placements

Autos Homepage

Desktop



Hero Image

1600x400

(Note blocked areas include the headline and search box)

Big Box

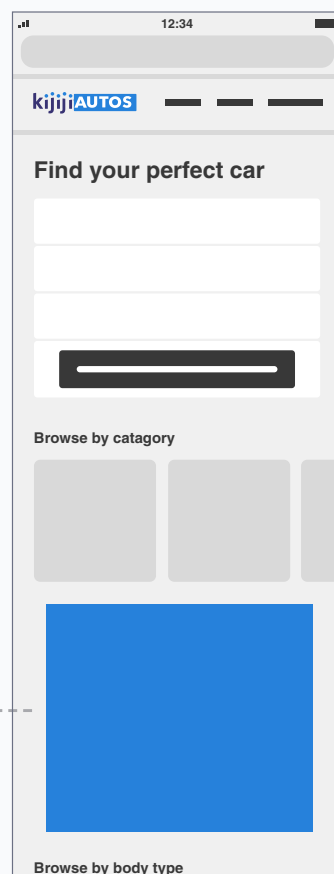
300x250

300x600

Leaderboard
728x90

*Minimum of 1440 px screen width

Mobile Web

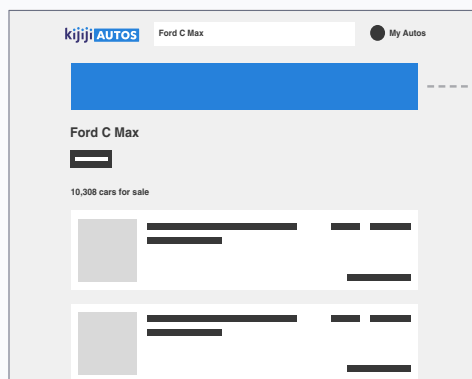


Big Box
300x250
Mobile banner
320x50

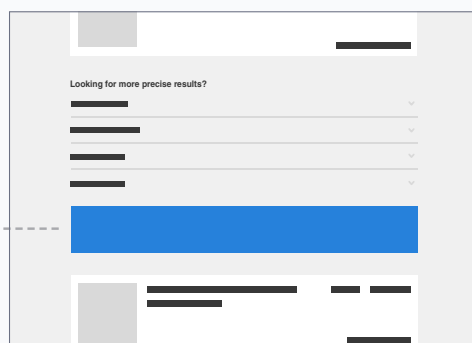
Ad Placements

Autos Search Results Page (SRP)

Desktop

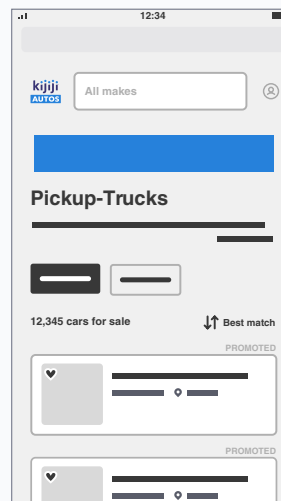


Leaderboard
728x90



Leaderboard
728x90

Mobile Web



Mobile banner
320x50

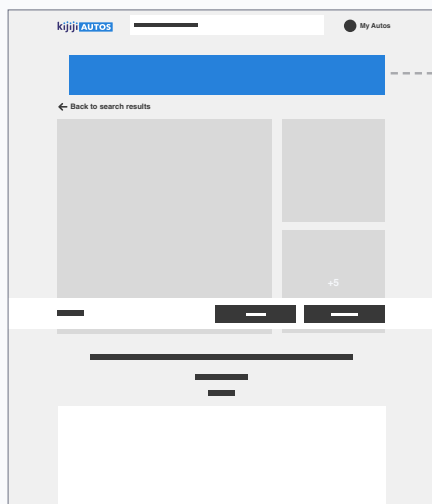


Inline Big Box
300x250

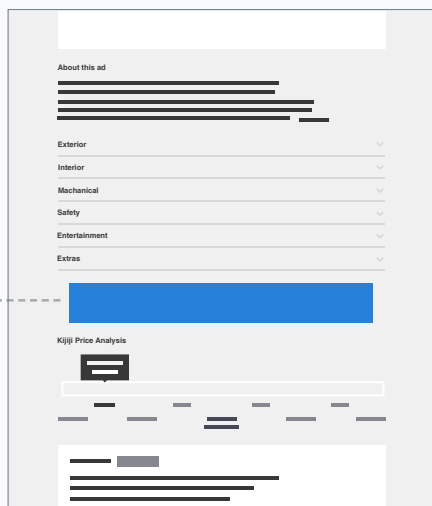
Ad Placements

Autos View Item Page (VIP)

Desktop



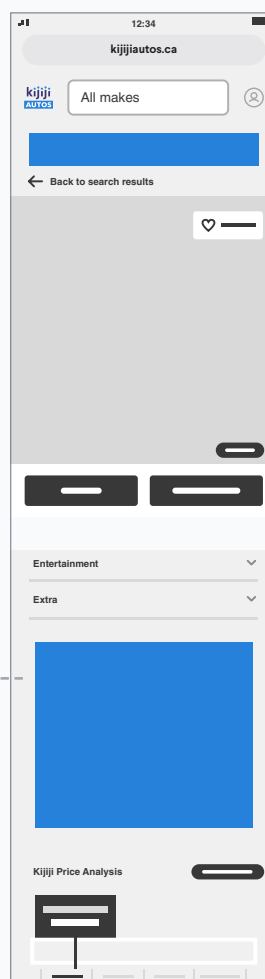
Leaderboard
728x90



Leaderboard
728x90
Big Box
300x250

Big Box
300x250
Mobile banner
320x50

Mobile Web



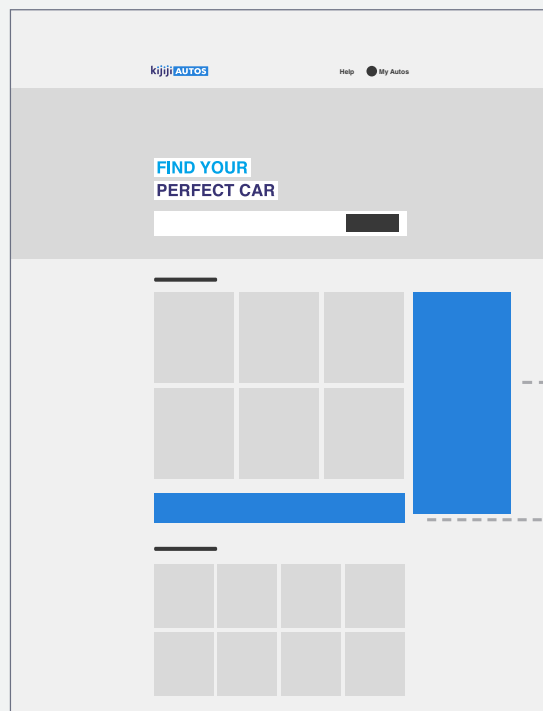
Mobile banner
320x50

Product Spotlight

Autos Homepage Takeover

Build awareness with active shoppers on an autos-focused platform, designed to make car shopping easier for everyone.

Desktop



*Minimum of 1440 px screen width

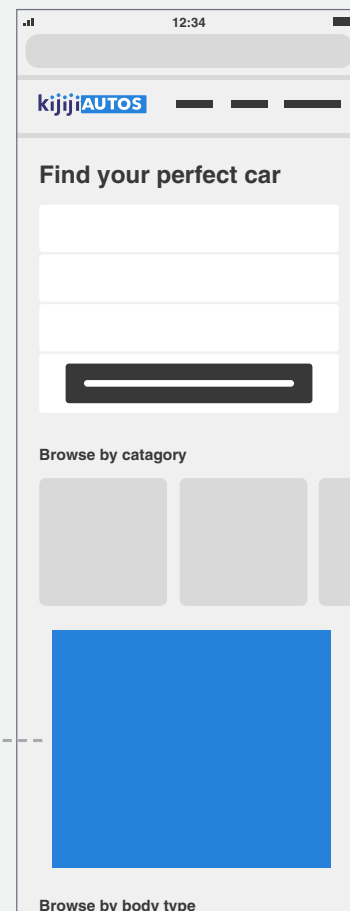
Hero Image
1600x400

Big Box
300x250
300x600

Leaderboard
728x90

Big Box
300x250
Mobile banner
320x50

Mobile Web



SPECIFICATIONS

Hero Image Size:	1600x400
Required Banner Sizes:	300x250
Optional Banner Sizes:	728x90, 300x600
File Type:	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags.
File Size:	150 KB

HIGHLIGHTS

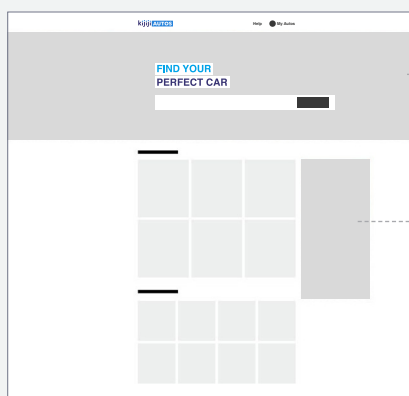
Type:	Programmatic/Direct
Platform:	Web
Targeted:	National English & French

Product Spotlight

Autos Entry Point Bundle

Draw attention to automotive products, related services and offers when shoppers are starting their car buying journey.

Kijiji Autos

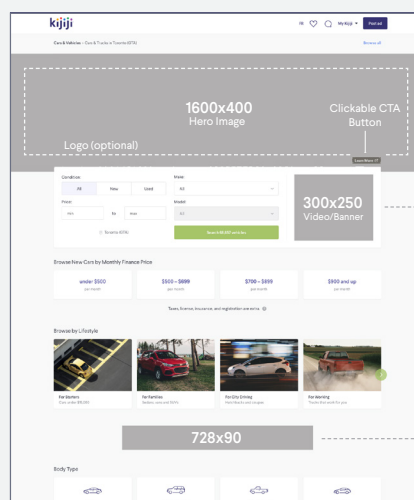


Hero Image
1600x400

Big Box /
Tall Box
300x250 /
300x600

*Minimum of 1440px screen width

Kijiji



Hero Image
1600x400

Big Box
300x250
300x600

Leaderboard
728x90

*Minimum of 1440px screen width

SPECIFICATIONS

Video Size:	300x250
Video Asset:	VAST Only
Hero Image Size:	1600x400
Logo File Type:	Vector
Image File Type:	PSD
Headline:	55 Characters
Clickable CTA:	50 Characters
Optional Banner:	728x90

HIGHLIGHTS

Type:	Programmatic/Direct
Platform:	Web
Targeted:	National English & French

Programmatic Options

Kijiji offers three tiers of programmatic buying that rank by visibility, optimization, and reporting.

	Open Auction	Private Marketplace	Programmatic Guaranteed
Targeting	N/A	Contextual or Audience	Contextual or Audience
Optimizations	N/A	Minimal	Minimal
Reporting	N/A	N/A	Detailed
Delivery	Non-Guaranteed	Non-Guaranteed	Guaranteed / Reserved
Performance	Varies	Average	Best
Priority	Lowest	Moderate	Highest
Pixel Implementation	-	-	✓
Audience Inclusion/ Exclusion (DBM/DFP)	-	-	✓

Why Programmatic Guaranteed?



Scale

Scale your campaigns however you'd like and get the impression volume you need



Performance










Ads are guaranteed to be shown to the right audience, getting you the best bang for your buck



Priority

First dibs means your ads are shown in the best positions on Kijiji's pages

Product Requirements

Product	Ad Type	Sizes	File Type	File Size	Notes
Kijiji Homepage Takeover 	Web and/or App	REQUIRED: 970x250, 728x90, 300x250, 320x50 OPTIONAL: 300x600	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	App Load Screen requires high-resolution logo in layered PSD file type Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops.
Autos Homepage Takeover 	Web	REQUIRED: Hero Image: 1600x400 Display Banners: 300x250 Clickable CTA: 50 characters max, incl. spaces OPTIONAL: 728x90, 300x600	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags. Hero image must be static image type.	150 KB. No file size restriction for the hero image	Hero Image must adhere to creative guideline. Only available for the KijijiAutos.ca Homepage. Creative/Ad copy required 5 days prior to launch.
Cars Landing Page 	Web	REQUIRED Hero Image: Desktop 1600x400 (1250x350 safety zone aligned to top), Tablet 768x250 (aligned to top) Display Banners: 300x250, 728x90 Clickable CTA: 50 characters max, incl. spaces OPTIONAL Headline: 55 characters, incl. spaces Logo image: 40px height	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags. Hero image must be static image type.	150 KB. No file size restriction for the hero image	Only 3rd-party click tracker can be accepted for Hero Image. If no CTA is provided, no redirect is available from hero image. Only available for the Kijiji.ca Cars & Vehicles category. Creative/Ad copy required 5 days prior to launch.
Category Stack 	Web and/or App	REQUIRED: 728x90, 300x250, 320x50, 890x190, 580x190 OPTIONAL: 300x600, 160x600 (890x190, 580x190 and 1 version of the 300x250 need to be static in order to be centred)	JPEG, GIF, PNG, HTML5 (Zip file)	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops.
First-Look Impression  	Web and/or App	AVAILABLE SIZES: 728x90, 300x250, 320x50, 300x600, 160x600	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. In-banner Video (IBV) can only be accepted on Kijiji. Animation must not run over 30 seconds or 3 loops.
Inline Sponsorship 	Web	REQUIRED: 728x90, 300x250 OPTIONAL: 320x50	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted for Kijiji pending testing. Rich media is only available for Kijiji. Animation must not run over 30 seconds or 3 loops.
Email Marketing - Ad Recommendation 	Email	300x250	JPEG, GIF, PNG	150 KB	Creative must be static
Email Marketing - Exclusive Offer 	Email	Custom execution			Please consult with Account Executive

Available on:

 — Kijiji.ca — KijijiAutos.ca

Ad Specs

Product	Ad Type	Sizes	File Type	File Size	Notes
Standard IAB Banners	Web and/or App	728x90, 300x600, 300x250, 160x600, 320x50, 970x250, 970x90	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. In-banner Video (IBV) can only be accepted on Kijiji. Animation must not run over 30 seconds or 3 loops. 1 px border or contrasting background colour.
Native Text Links	Web	Logo: 200x160 Desktop: Body Text: 3 lines of text Line 1: 30 characters max, incl spaces Line 2: 70 characters max, incl spaces Line 3: 70 characters max, incl spaces Line 4: URL (for display purpose only) Mobile: Body Text: 4 lines of text Line 1: 30 characters max, incl spaces Line 2: 30 characters max, incl spaces Line 3: 30 characters max, incl spaces Line 4: 30 characters max, incl spaces (optional)	JPEG, GIF, PNG or HTML5 (Logo must be static Image)	150 KB (Logo)	Character length subject to change. Desktop Web: First line will be underlined. Mobile Web: All text will be underlined. Proof will be provided for approval before going live.
Native Expandable Unit #1 (Both Unit 1 and Unit 2 are required for Native Expandable Unit Sponsorships)	Web	Logo: 165x36 Pre-Expanded Body Text (includes 2 lines of text) Line 1 (Headline): 30 characters max, incl spaces Line 2: 70 characters max, incl spaces Line 3: Expanded Content: 550x400	JPEG, GIF, PNG or HTML5 (Logo must be static Image)	150 KB (Logo) 150 KB (Content)	1st line (Headline) must be shorter than the 2nd line. Character length subject to change. Proof will be provided for approval before going live.
Native Expandable Unit #2 - Text only (Both Unit 1 and Unit 2 are required for Native Expandable Unit Sponsorships)	Web and/or App	Logo: 50x50 Pre-Expanded Text (includes 1 line of text) - 25 characters max, incl spaces Post-Expanded Body of Text (includes 4 lines of text) Line 1: 30 characters max, incl spaces Line 2: 30 characters max, incl spaces Line 3: 30 characters max, incl spaces Call-to-Action: 30 characters max, incl spaces	JPEG, GIF, PNG or HTML5 (Logo must be static Image)	150 KB (Logo)	Must provide hex colour code for call-to-action button. Character length subject to change. Proof will be provided for approval before going live.
Outstream Video	Web and/or App	VAST: Video length must be :15 seconds or less	For video, only VAST can be accepted	Initial auto-play once video is in view. 3rd party pixel tracking accepted.	

To view our Advertising Acceptance Policy, visit:

<https://kijijiforbusiness.ca/en/resources/kijiji-display-advertising-acceptance-policy/>

eBay Ad Sizes

Ad Unit 1	Creative Size
eBay Canada Checkout	300x250, 728x90
eBay Canada My Ebay	160x600, 300x600, 728x90, 970x90
eBay Canada Search (NEW)	160x600, 300x250, 300x600
eBay Canada Signout Page	300x250
eBay Canada View Item Page	300x250, 300x600, 728x90, 970x90

To view our Advertising Acceptance Policy, visit:

<https://kijijiforbusiness.ca/en/resources/kijiji-display-advertising-acceptance-policy/>



Speak to a Kijiji media expert now.

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