
**Kelley Blue Book** The Trusted Resource®
 

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[cars for sale](#)
[car reviews](#)
[awards & top 10s](#)
[research tools](#)

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## 2014 Volkswagen Passat Pricing

The Fair Market Range for this car in your area is **\$19,046 - \$20,039**.

2013 2014

2.5L S, Manual, 5-Spd

[look up another car](#)




\$19,046

\$19,543

\$20,039

\$21,665 MSRP



90 available '14 models

Details


COMMONWEALTH VOLKSWAGEN

[Like](#) this car
 

360°

We currently have:  
 61 photos to view

No options  
[change options](#)


**Matches Found**  
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Pricing

Compare

Photos

5-Year Cost To Own

Specs

KBB Expert Review


### Fair Purchase Price

Updated weekly, the Kelley Blue Book® Fair Purchase Price shows you what others have been paying for this car recently. It's based on current market conditions like vehicle availability, local demand, and seasonal buying trends.


#### Market Conditions

Do your homework and you'll find decent discounts on the 2014 Volkswagen Passat. If you're not too picky, you should be able to find a model that matches your needs. Showroom traffic and sales of the 2014 Passat are steady, but by no

Pricing	4.0	■■■■
Supply	2.5	■■■
Demand	3.0	■■■■
Negotiability	3.5	■■■■■


 Das Auto.

**The Volkswagen Tiguan.**



[Learn More](#)

Advertisement

KBB.com's Advertising Specifications

# **Featured Content Tab**

11/09/15



Kelley Blue Book  
**KBB.COM**  
 The Trusted Resource

# Description

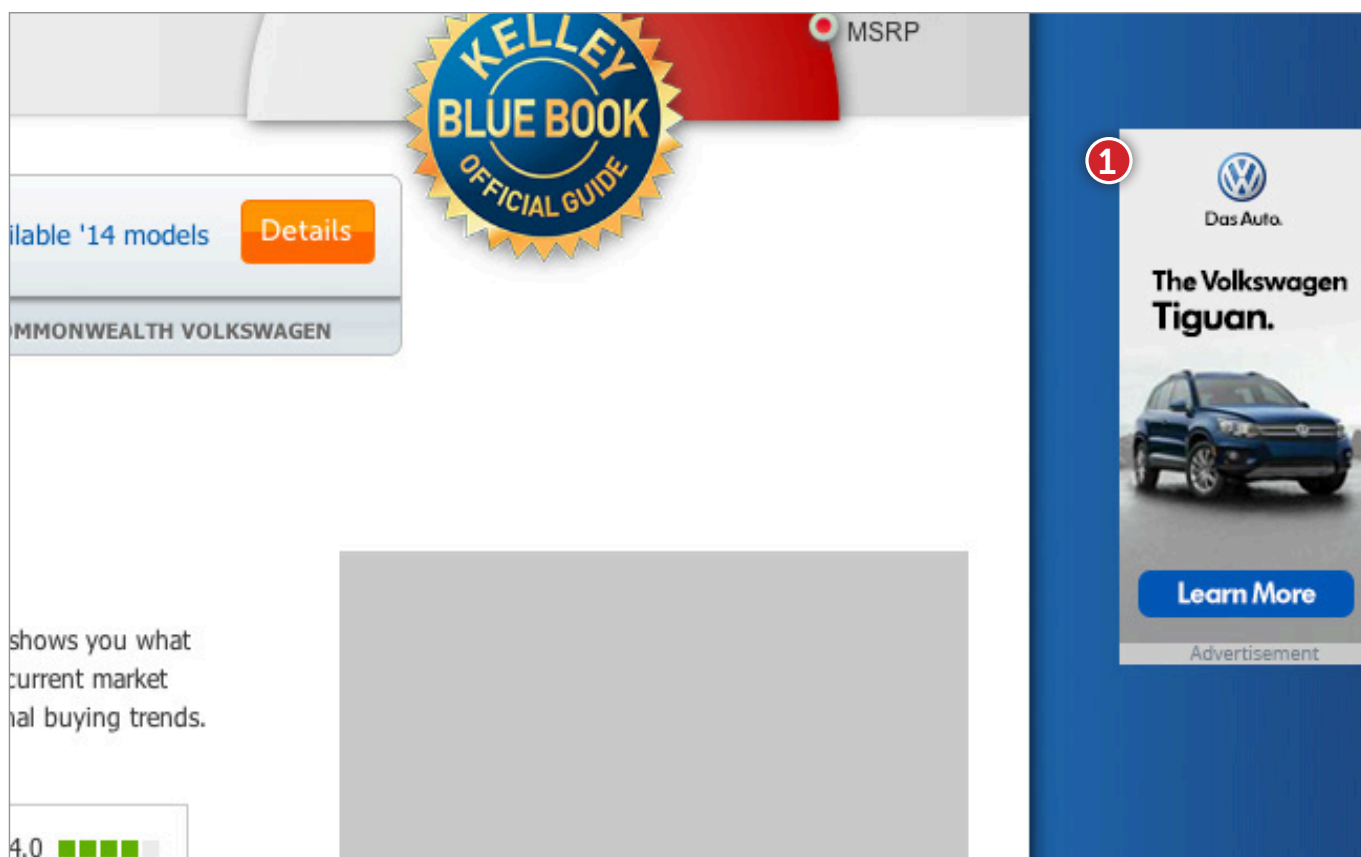
The Featured Content Tab (FCT) is an attention-getting opportunity that offers an out-of-the-box way to reach in-market shoppers. This unique format incorporates a tab-like unit, anchored above the fold, that hangs to the far right of the page in a non-traditional ad position.

Once engaged, the unit takes the user directly to your website. This ad product supports strong user engagement by effectively slicing through the clutter and reaching in-market shoppers at precisely the right moment.

## Media Specifications

<b>PAGE(S):</b>	Awareness and Model pages (excludes iPad)
<b>DURATION:</b>	Minimum monthly
<b>SHARE OF VOICE (SOV):</b>	Up to impression goal, non-exclusive
<b>GEOGRAPHY:</b>	National   Regional
<b>AD SERVING:</b>	Agency provided creative Site-served   3rd party
<b>LEAD TIME:</b>	• 10 business days





#### DETAILED SPECIFICATIONS

### Featured Content Tab (1st option)

#### 1 120w x 240h Banner (IAB)

- **Width:** 120
- **Height:** 240
- **Maximum initial file size:** 50KB
- **Initial load:** 50KB; should including all supporting files
- **Subsequence load:** 100KB
- **Animation:** 15 seconds, max 3 loops
- **File format:** GIF, JPG, PNG

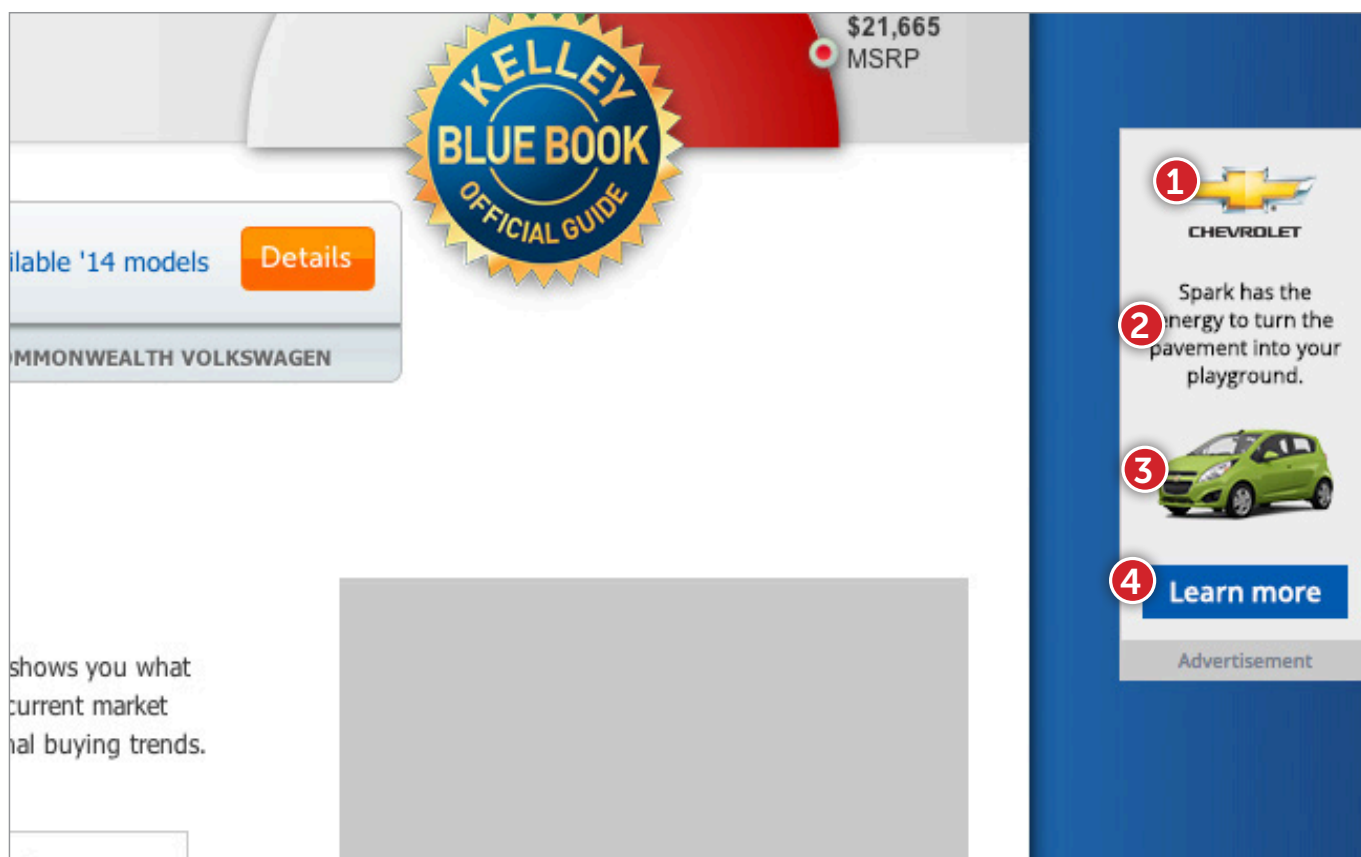
No video permitted.

#### NOTE

**Limit your file to one of each of the following:**

- 1 Javascript file
- 1 CSS file
- 1 HTML file





#### DETAILED SPECIFICATIONS

### HTML5 Featured Content Tab (2nd option)

#### 1 LOGO

- Hi-Res PNG or GIF (non-animated)
- Max Dimensions: 98px x 40px
- Note: Files must have a transparent background

#### 2 BODY COPY

- 70 characters max (including spaces); 4 lines max

#### 3 VEHICLE IMAGE

- Hi-Res PNG or GIF (non-animated)
- Max Dimensions: 98px x 60px
- Note: Files must have a transparent background

#### 4 CALL TO ACTION

- 12 characters max (including spaces)
- Click Tag
- Impression Tag
- Note: Initiates new window to URL



# Ad Operations

<b>AD SERVING</b>	<ul style="list-style-type: none"><li>• Agency-provided creative</li><li>• Site served</li><li>• 3rd party</li></ul>
<b>ACCEPTED 3RD-PARTY VENDORS:</b>	DoubleClick Rich Media Eyewonder Impact Engine MediaMind PointRoll Unicast
<b>ADDITIONAL NOTES:</b>	No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB. Advertiser and/or agency is expressly prohibited from collecting any data from KBB.com, including website data and user behavioral data, without the prior written consent of KBB.

## Deliverable Checklist

### Featured Content Tab (1st option)

- ☐ 3rd Party Ad Tag

### Featured Content Tab (2nd option)

- ☐ Logo Image
- ☐ Headline Copy
- ☐ Body Copy
- ☐ Vehicle Image
- ☐ Call to Action Copy
- ☐ Click Tag
- ☐ Impression Tag (Optional)

**All creative is subject to Kelley Blue Book approval.** Please submit all creative materials to [creative@kbb.com](mailto:creative@kbb.com).

