



# 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.

kijiji™

Where  
Canadians  
Go to  
Buy & Sell



# Canada's marketplace

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

**16.8M**  
unique visitors\*

**833M**  
monthly page views\*

**147M**  
monthly visits\*

## Motivated shoppers

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



**8.9**

Monthly pages viewed per session†



**3.4**

Average number of monthly engagements per user†



**9:52**

Average mins per session†

## 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: 7 M\*  
Visits: 50 M\*  
Monthly Mins Per User: 63 mins\*



**Mobile Web**

Unique Visitors: 9 M\*  
Visits: 97.7 M\*  
Monthly Mins Per User: 30 mins\*



**App**

Monthly Active Users: 4 M\*  
Monthly Mins Per User: 91 mins\*

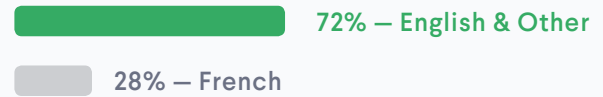
# Kijiji is for All

Our marketplace draws every type of Canadian

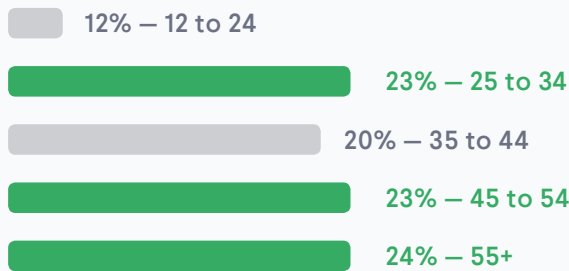
## Gender



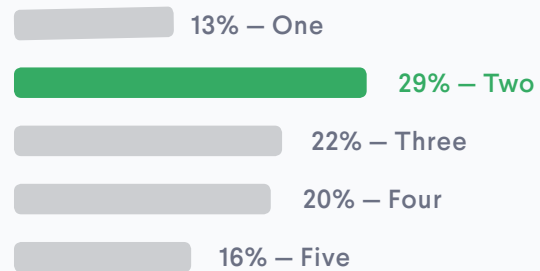
## Language



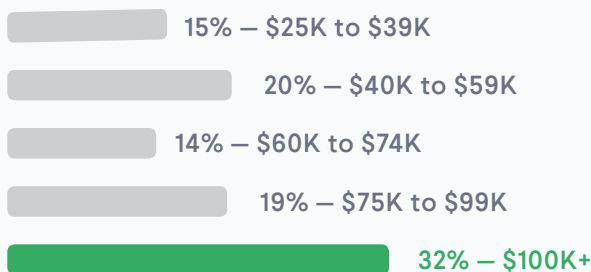
## Age



## Household Size



## Household Income



## Geography (unique monthly visitors)



## Did you know?

Our network of Kijiji and eBay is the 5<sup>th</sup> most visited site in Canada on a monthly basis.

# Kijiji Buyer Path

## 4 steps to *finding* that something

### 1 Shoppers start with Kijiji in many ways

In addition to direct and search engine, shoppers also come from newsletters, online ads, and push notifications



Direct

or



Search Engine

### 2 Two ways to find what they're looking for

Shoppers start their search by typing in keywords or clicking through our pre-defined categories



Keyword Search

or



Browse by Category

### 3 We'll show listings relevant to the search

Search Result Pages (SRPs) display results based on keyword or category browser interest



Search Results Page (SRP)

### 4 Where products are considered and decisions are made

View Item Pages (VIPs) provide shoppers with product information and seller contact options



View Item Page (VIP)

# Kijiji Seller Path

## 4 steps to *selling* that something

1

**Sellers and businesses start with a simple click of a button**

Start selling by clicking the "Post Ad" button and logging into an account

Post Ad

2

**Write an ad title and we'll suggest the right category**

Once a seller inputs an ad title and location, we suggest a category that the product could be sold in

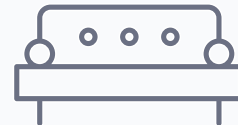
modern couch

3

**Add the finishing touches to connect with buyers**

Help buyers learn more about your product with descriptions

\$899



4

**Look out for those replies! The ad is now live**

Shoppers can now discover the listing by keyword search or browsing through categories

Hi, is the couch still available?

Yes, it is! When are you free?



# Types of Visitors

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

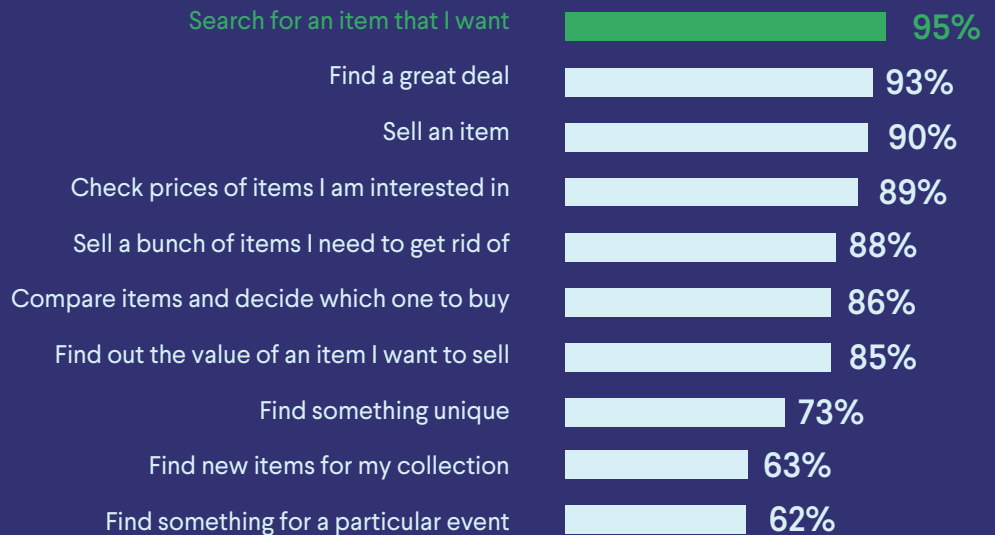
Unique to our platform, shoppers can also be selling at the same time

# 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 Q3 Results, 2018.

# Kijiji is for life

## Let's take a look at some "Kijiji" moments with Allison



Allison is an average Kijiji user. She uses the app and website for casual shopping and major life moments.

### Everyday & seasonal shopping



#### Electronics

With new devices released every year, Allison visits Kijiji to sell her current device and look for something new.



#### Auto Parts

As the snowfall and ice make the roads slippery, Allison uses Kijiji to buy her next set of wheels and tires for the winter.



#### Baby Stuff

Allison's child has gotten a little bigger. She goes to Kijiji to sell cribs, carriers, and strollers to new parents.

### Major life decisions



#### Moving In/Out

Allison's found a new place to rent on Kijiji! She'll use Kijiji to find movers, new decor, and buying new furniture.



#### Finding a Car

Whether it's a new job or it's to treat herself, Allison uses Kijiji to buy and sell her car on Canada's #1 online auto shopping website.\*



#### Finding a Home

Once Allison finds her new home, she'll use Kijiji to sell and buy: appliances, furniture, home - outdoor.

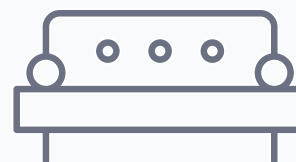
# Kijiji Categories

# How Categories Work

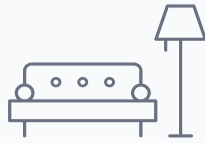
Let's browse for a couch together!



We found our couch!  
Go team!



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**



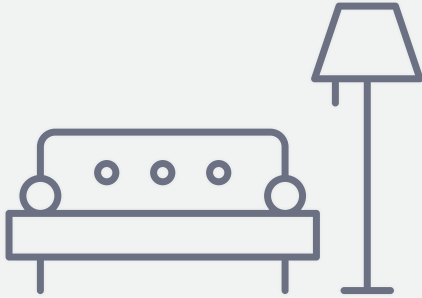
**Vacation Rentals**



**Pets**



**Community**



## Buy & Sell

Monthly UVs: 6.2 M  
 Monthly Searches: 77 M<sup>†</sup>  
 Avg. Minutes per User: 23 mins  
 Total Page Views: 153 M

### Top Search Terms

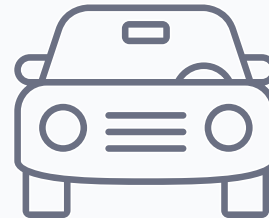
- TV
- Table
- Couch
- Sectional
- Dresser
- Sofa
- Fridge
- Bike

### Popular Sub-Categories

- Furniture
- Home-Outdoor
- Sporting Goods & Exercise
- Electronics
- Bikes
- Home-Indoor
- Home Appliances

## Cars & Vehicles

Monthly UVs: 4.8 M  
 Monthly Searches: 92 M<sup>†</sup>  
 Avg. Minutes per User: 43.8 mins  
 Total Page Views: 223 M



### Top Search Terms

- Truck
- 4x4
- Trailer
- SUV
- Diesel
- Tractor
- Car
- Motorhome

### Popular Sub-Categories

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



## Real Estate

Monthly UVs: 3.8 M  
 Monthly Searches: 35 M<sup>†</sup>  
 Avg. Minutes per User: 17.9 mins  
 Total Page Views: 68 M

### Top Search Terms

- Apartment
- Downtown
- House
- Waterfront
- Cottage
- Acreage
- Apartment
- Rent

### Popular Sub-Categories

- Apartments & Condos for Rent
- Houses for Sale
- House Rental
- Short Term Rentals
- Land for Sale
- Condos for Sale
- Commercial & Office Space for Rent

## Jobs

Monthly UVs: 846 K  
 Monthly Searches: 3.9 M<sup>†</sup>  
 Avg. Minutes per User: 16.8 mins  
 Total Page Views: 15 M



### Top Search Terms

- Jobs
- Part Time
- Server
- Electrician
- Welder
- Driver
- Job
- Cook

### Popular Sub-Categories

- General Labour
- Construction, Trades
- Bar, Food, Hospitality
- Cleaning, Housekeeper
- Part Time Student
- Driver, Security
- Sales, Retail



## Services

Monthly UVs:	1.1 M
Monthly Searches:	5 M <sup>†</sup>
Avg. Minutes per User:	7.3 mins
Total Page Views:	10 M

### Top Search Terms

- Handyman
- Grass Cutting
- House Cleaning
- Movers
- Lawn
- Babysitter
- Junk Removal
- Landscaping

### Popular Sub-Categories

- Skilled Trades
- Health, Beauty
- Cleaners, Cleaning Service
- Childcare, Nanny
- Entertainment
- Financial, Legal
- Moving, Storage

## Vacation Rentals

Monthly UVs:	92 K
Monthly Searches:	357 K <sup>†</sup>
Avg. Minutes per User:	5.9 mins
Total Page Views:	1 M



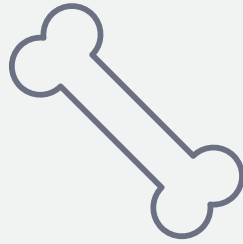
### Top Search Terms

- Cottage
- Mobile Home
- Lakefront
- Cabin
- Florida
- Cottage Rental

### Popular Sub-Categories

- Canada
- Caribbean
- USA
- Mexico





## Pets

Monthly UVs:	1.2 M
Monthly Searches:	11.7 M <sup>†</sup>
Avg. Minutes per User:	17.1 mins
Total Page Views:	26 M

### Top Search Terms

- Puppies
- Kittens
- Dogs
- Chihuahua
- Golden Retriever
- Husky
- German Shepherd

### Popular Sub-Categories

- Dogs, Puppies
- Cats, Kittens
- Pet Accessories
- Livestock
- Horses, Ponies
- Small Animals
- Birds
- Pet Services

## Community

Monthly UVs:	278 K
Monthly Searches:	748 K <sup>†</sup>
Avg. Minutes per User:	7.2 mins
Total Page Views:	2 M



### Top Search Terms

- Rideshare
- Drummer
- Friendship
- Band
- Volunteer
- Soccer
- Guitarist
- Garage Sale

### Popular Sub-Categories

- Friendship, Networking
- Events
- Classes, Lessons
- Artists, Musicians
- Volunteers
- Activities, Groups

# 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 164% more monthly visits than our closest competitor.\*

Car shoppers return 43 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 1.3 M email replies per month for cars.\*

With 70 different automotive brands and 931 models, our diverse inventory attracts every automotive shopper.†



# Buying for finance & insurance?

Reach Canadians when and where they're shopping.



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

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



58% of visitors live in households of 3+ people.\* These families are open to points programs, rewards, and credit.

With an average of 4.2 email replies per listing in real estate, these Canadians will need insurance, mortgage, and credit.†



# Buying for retail brands?

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



With 147.8 M monthly visits, we're Canada's most visited retail website. That's 190% more visits than our closest online retail competitor.\*

420 M product searches happen every month on Kijiji: from a dresser, to tires & rims, to smartphones.\*



61 M monthly page views in the buy and sell category means users are beginning searches, comparing products, and contacting sellers.†

Nearly \$2,000 went back into the average Canadian's pocket by buying and selling. That's more money for everyday purchases and *buying something new*.\*\*



# Shopper Trends Calendar

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

## Spring



Keywords and categories related to housing and furnishing see a peak in spring.

### Rising Keywords

- 1 Apartment
- 2 Dresser
- 3 House for Rent
- 4 4X4
- 5 SUV

### Rising Categories

- 1 ATVs, Snowmobiles
- 2 Auto Parts & Tires
- 3 House Rental
- 4 Classic Cars
- 5 House for Sale

## Summer



It's time to hit the lake! Keywords related to warmer activities start to gain momentum.

### Rising Keywords

- 1 Boat
- 2 Trailer
- 3 Bike
- 4 Kayak
- 5 BBQ

### Rising Categories

- 1 Motorcycles
- 2 RVs, Campers, Trailers
- 3 Boats & Watercraft
- 4 Home - Outdoor
- 5 House Rental

## Fall



Canadians typically search for electronics as new smartphones and devices debut.

### Rising Keywords

- 1 Smartphones
- 2 Kayak
- 3 TV
- 4 Motorhome
- 5 SUV

### Rising Categories

- 1 RVs, Campers, Trailer
- 2 Auto Parts & Tires
- 3 Boats & Watercraft
- 4 Motorcycles
- 5 Classic Cars

## Winter



The cold has Canadians searching for gifts, electronics, and products to survive winter.

### Rising Keywords

- 1 Snowblower
- 2 Smartphones
- 3 Video Consoles
- 4 TV
- 5 SUV

### Rising Categories

- 1 Sporting Goods
- 2 Home - Indoor
- 3 Musical Instruments
- 4 Video Games, Consoles
- 5 Baby Items

# 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: 970 x 250, 970 x 90, 728 x 90, 300 x 250, 300 x 600, 320 x 50, and 160 x 600.

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 video unit, and a 728 x 90 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

**Homepage Takeover**

Exclusive placements on the Kijiji.ca homepage with high impact ad units of 970 x 250, 320 x 50, 728 x 90, and 300 x 250 sizes. Can be purchased nationally, provincially, and by language.

CPD

A ★

**Inline Sponsorship**

Sponsor an ad unit that is delivered between listings on the search results page. Available in 728 x 90 and 300 x 250 for web and mobile app. Available across any category or location.

CPD

A C

**Managed Rich Media Campaign**

We offer creative services that leverage our first party data and targeting capabilities for optimized campaign performance.

CPD

A L C

**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 ★

**Native Form Fill Unit**

A native ad unit with four customizable fields, best for generating pre-qualified leads. Available across any category and location.

CPD

L

**Native Text Link**

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

CPD

L

**Outstream Video**

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

CPM

A P

**Roadblock/Brand Sponsorship**

Own 100% share of voice for standard banner placements across chosen categories and locations.

CPD

A C ★



Ad Placements

# Desktop - Homepage

Monthly UVs: 7 M | Monthly Visits: 50 M | Monthly Mins Per User: 63 mins\*

Leaderboard  
728 x 90

Leaderboard  
728 x 90

Big Box/  
Tall Big Box  
300 x 250  
300 x 600

Big Box  
300 x 250



Ad Placements

# Desktop - Search Results Page (SRP)

Monthly UVs: 7 M | Monthly Visits: 50 M | Monthly Mins Per User: 63 mins\*

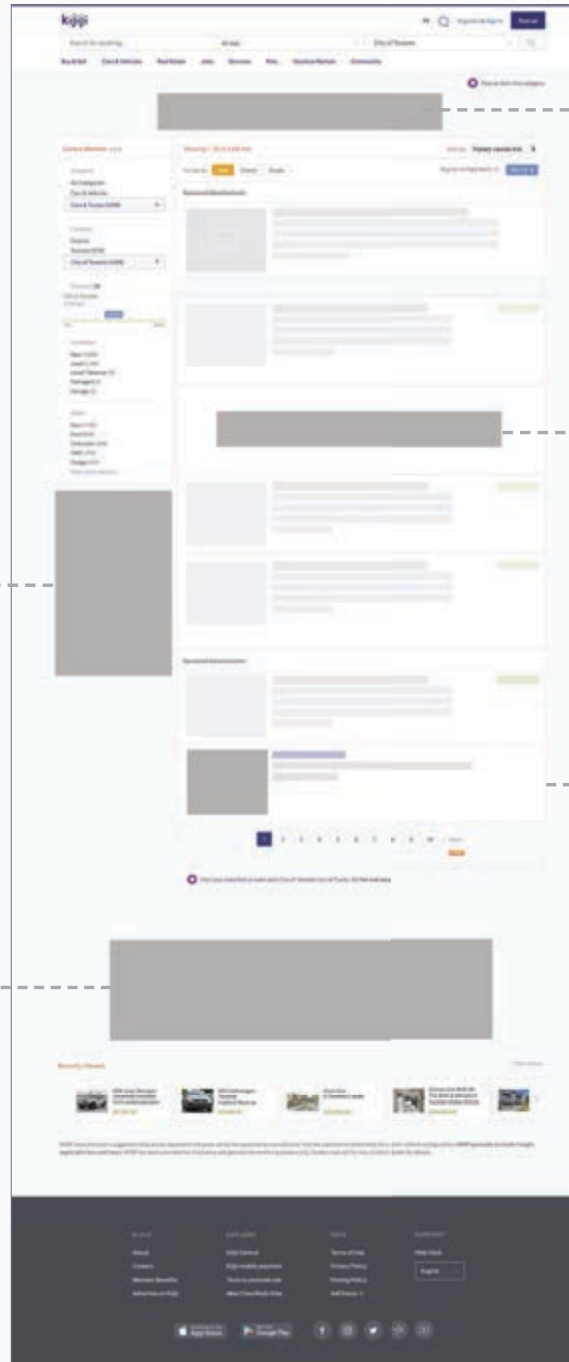
Big Box/  
Skyscraper/  
Tall Big Box  
300 x 250  
160 x 600  
300 x 600

Billboard  
970 x 250  
Leaderboard  
728 x 90  
970 x 90

Leaderboard  
728 x 90  
970 x 90

Inline  
Leaderboard  
728 x 90

Text Links  
STL / ITL



Ad Placements

# Desktop - View Item Page (VIP)

Monthly UVs: 7 M | Monthly Visits: 50 M | Monthly Mins Per User: 63 mins\*

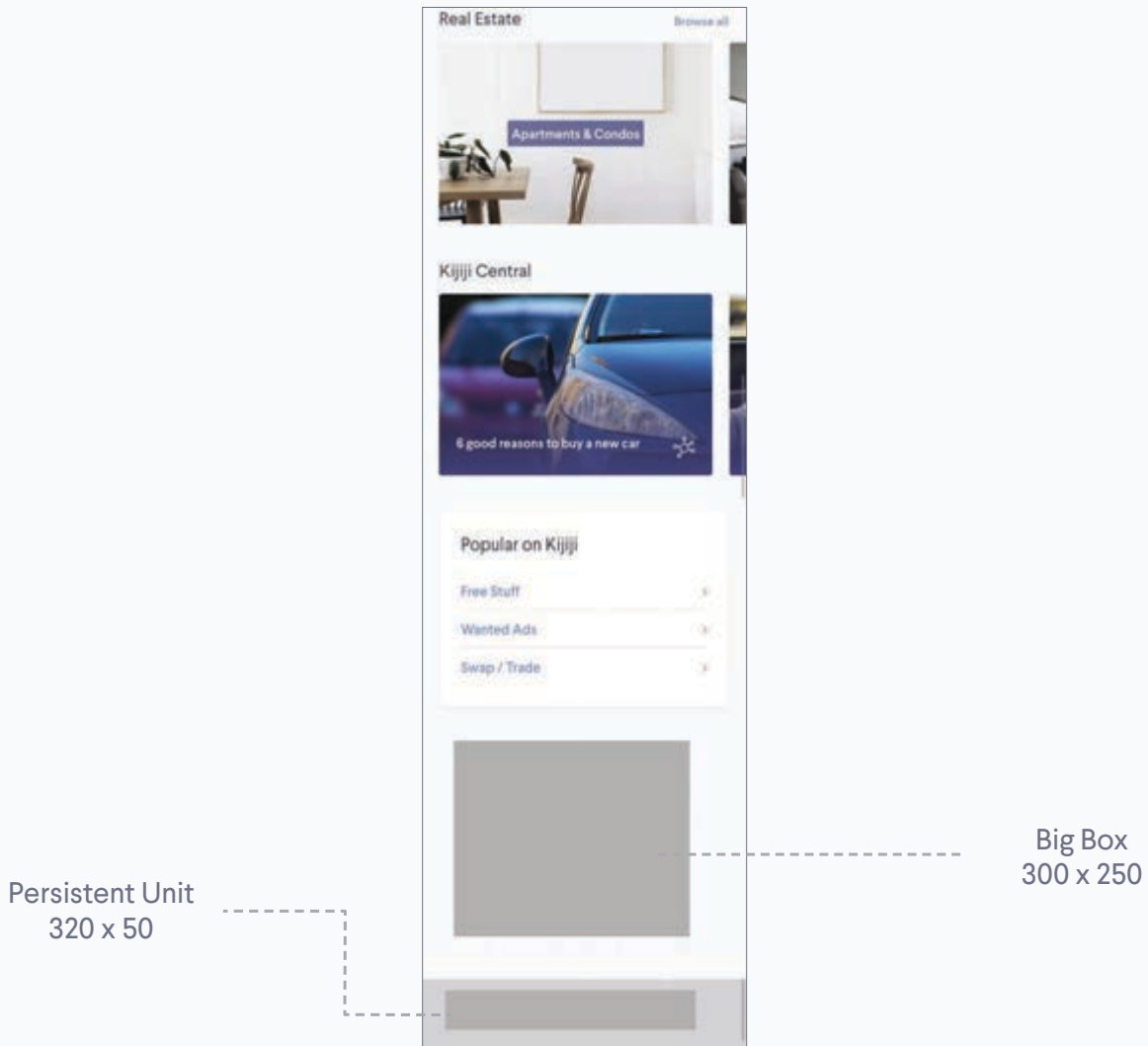
The image shows a desktop view of a product page on the kijiji website. Several ad placements are highlighted with dashed lines and labels:

- Leaderboard:** Located at the top of the page, with dimensions 728 x 90 and 970 x 90.
- Native Expandable Unit:** Located below the main product image, with dimensions 300 x 250, 160 x 600, and 300 x 600.
- Text Links ITL:** Located in the middle section of the page, below the product description.
- Big Box/Skyscraper/Tall Big Box:** Located on the right side of the page, with dimensions 300 x 250, 160 x 600, and 300 x 600.

Ad Placements

# Mobile Web - Homepage

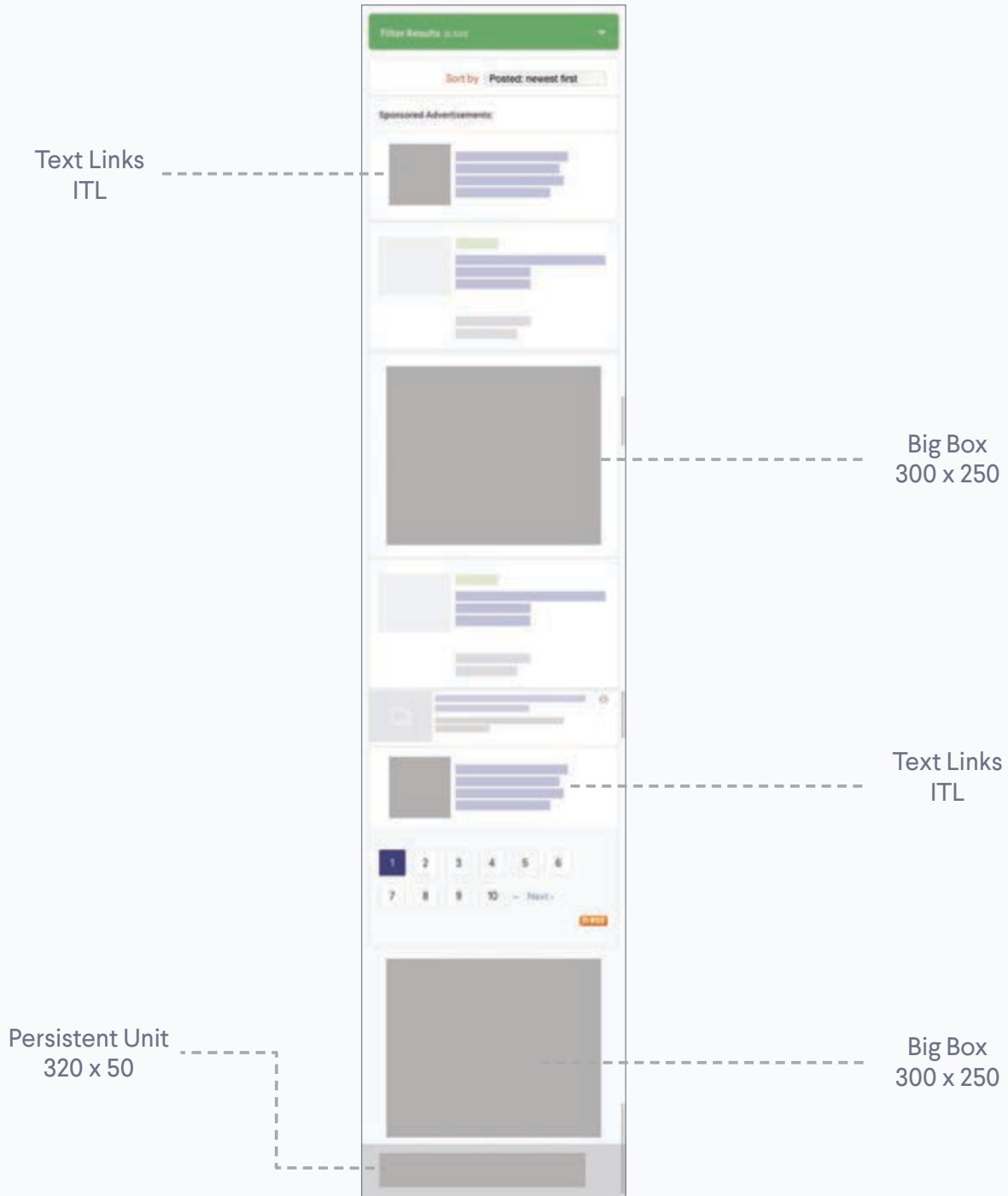
Monthly UVs: 9 M | Monthly Visits: 97.7 M | Monthly Mins Per User: 30 Mins\*



## Ad Placements

# Mobile Web - Search Results Page (SRP)

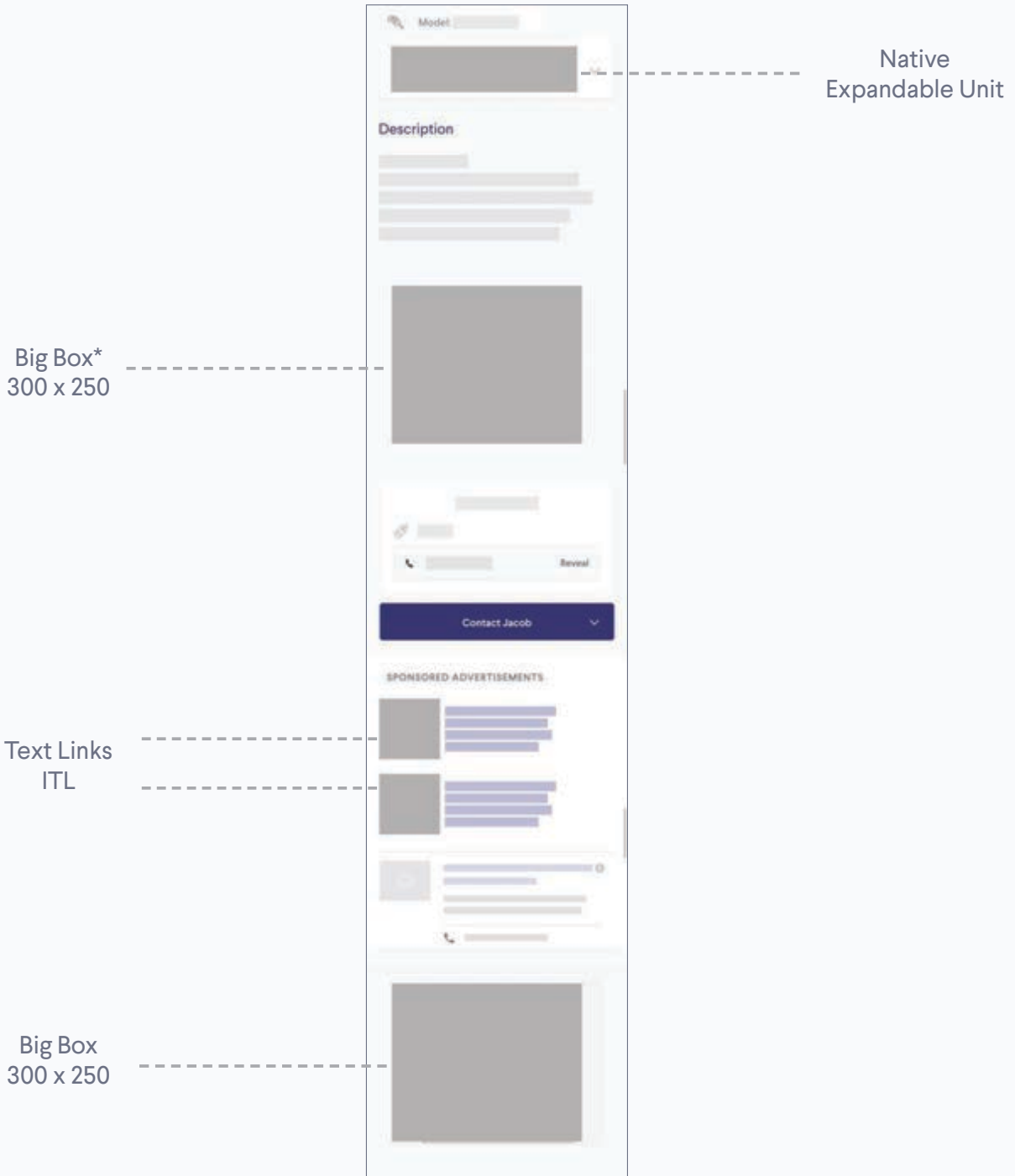
Monthly UVs: 9 M | Monthly Visits: 97.7 M | Monthly Mins Per User: 30 Mins\*



## Ad Placements

# Mobile Web - View Item Page (VIP)

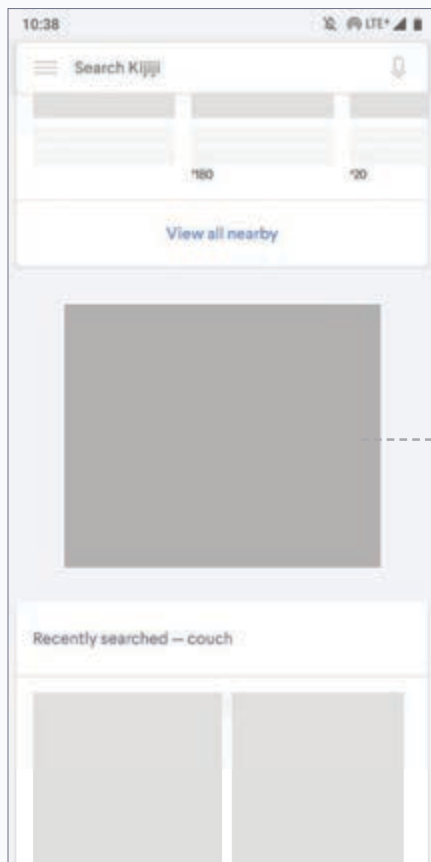
Monthly Active Users: 4 M | Monthly Mins Per User: 91 mins\*



## Ad Placements

# App - Homepage

Monthly Active Users: 4 M | Monthly Mins Per User: 91 mins\*

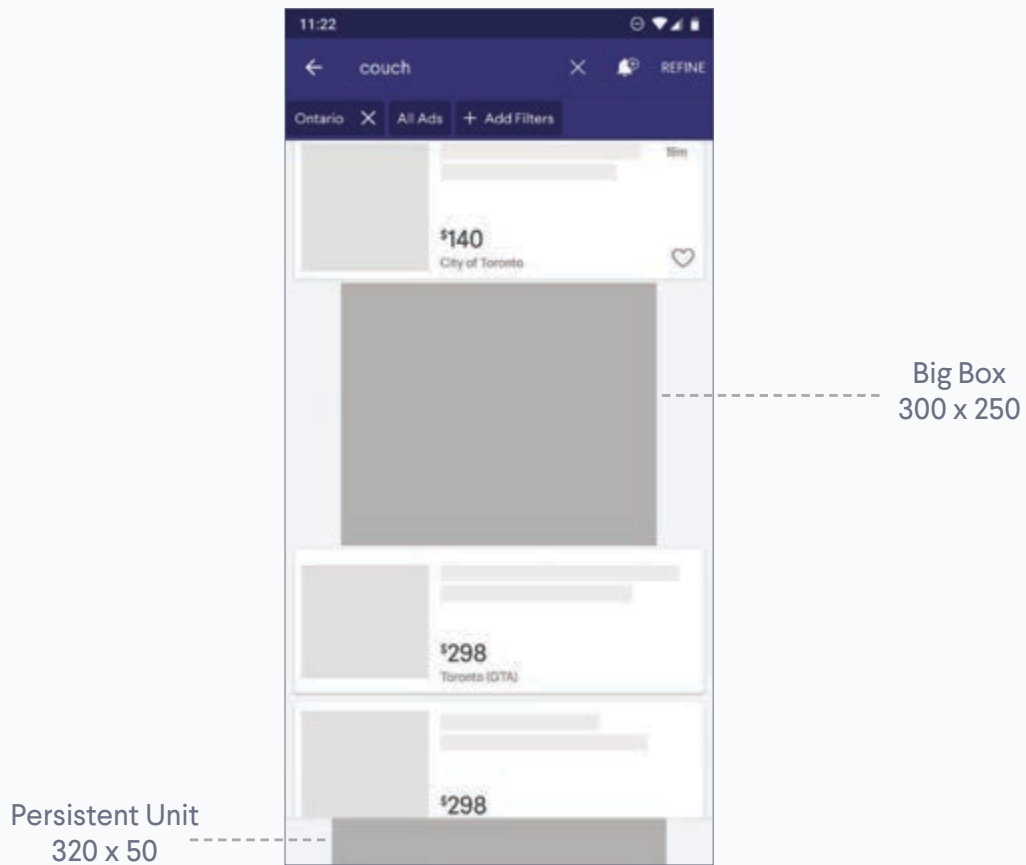


Big Box  
300 x 250

Ad Placements

# App - Search Results Page (SRP)

Monthly Active Users: 4 M | Monthly Mins Per User: 91 mins\*





Ad Placements

# App - View Item Page (VIP)

Monthly Active Users: 4 M | App Downloads: 60 M | Monthly Mins Per User: 91 mins\*

Big Box  
300 x 250



# Find Your Audience on Kijiji

Reach our audience of 16.8 M monthly unique visitors with any of the following targeting options\*:



## Location

Target by province, city, and sub-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.

# 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



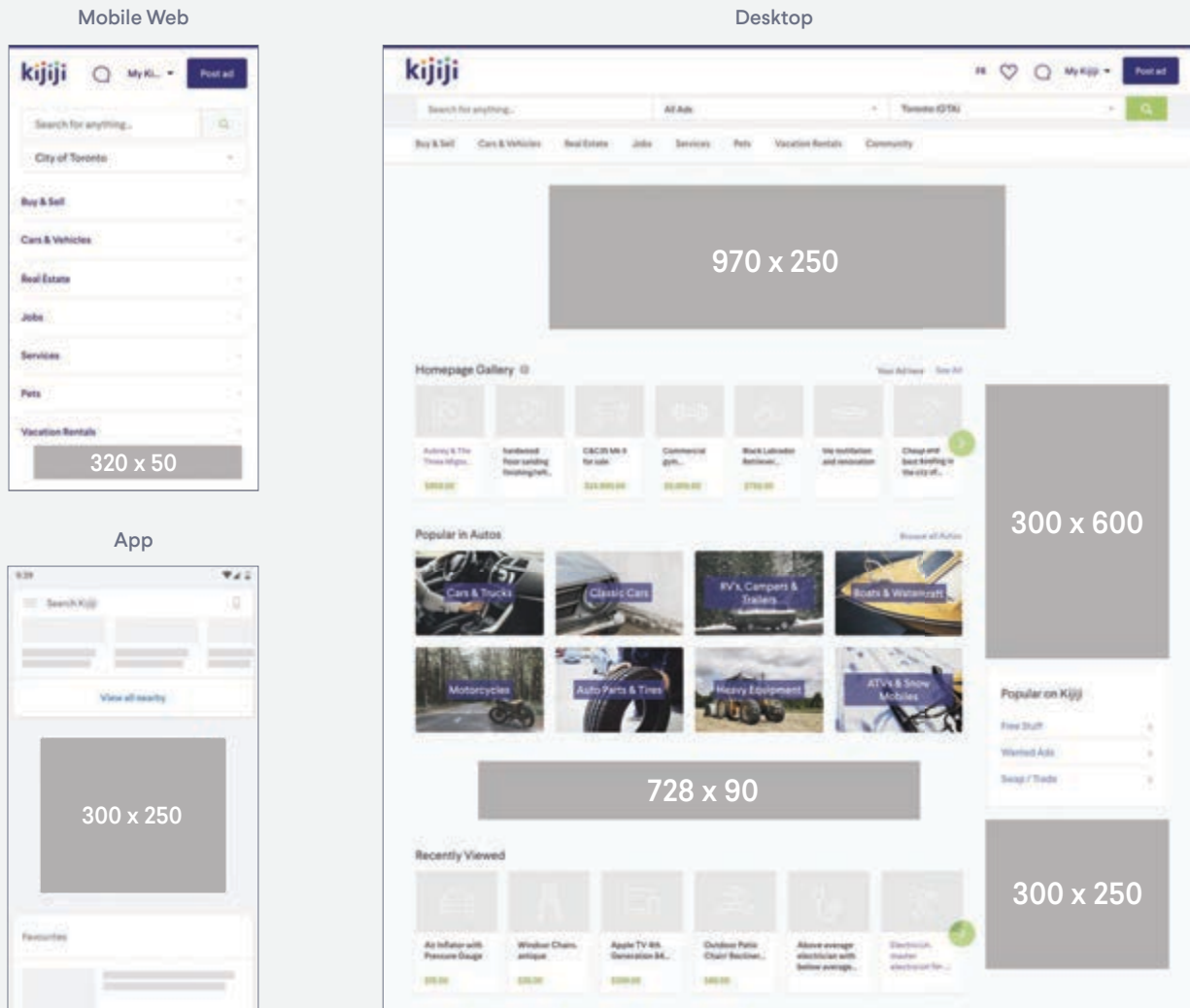
### Quality

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

Product Spotlight

# Homepage Takeover

With up to 4.3 M national daily impressions,\* here's your opportunity to get brands or products seen by millions of Canadians on our homepage.



SPECIFICATIONS

Required Banner Sizes: 300 x 250, 970 x 250, 320 x 50  
 Optional Banner Sizes: 728 x 90, 300 x 600, 970 x 90  
 File Type: JPEG, GIF, PNG, HTML5  
 File Size: 150 KB

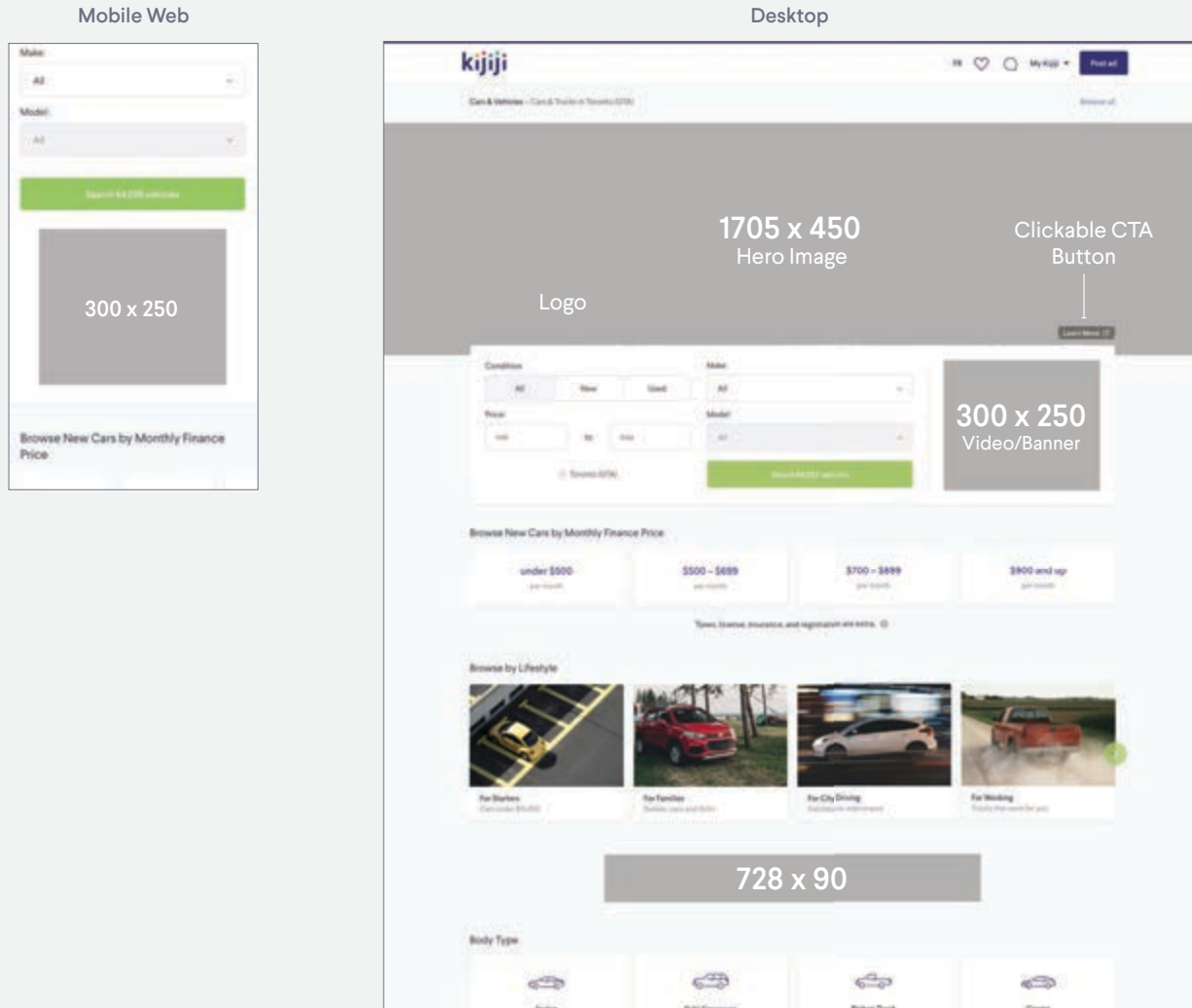
HIGHLIGHTS

Type: Programmatic/Direct  
 Platform: Desktop/App/Mobile Web  
 Targeted: National ENG & FRE

Product Spotlight

# Cars Landing Page Takeover

Take over Canada's #1 autos website.\* Perfect opportunity to connect brands with shoppers looking for their next car or truck. Includes outstream video, a hero image, and companion banners.



SPECIFICATIONS

- Video Size: 300 x 250
- Video Asset: VAST Only
- Hero Image Size: 1705 x 450
- Logo File Type: Vector
- Image File Type: PSD
- Headline: 55 Characters
- Clickable CTA: 50 Characters
- Optional Banner: 728 x 90

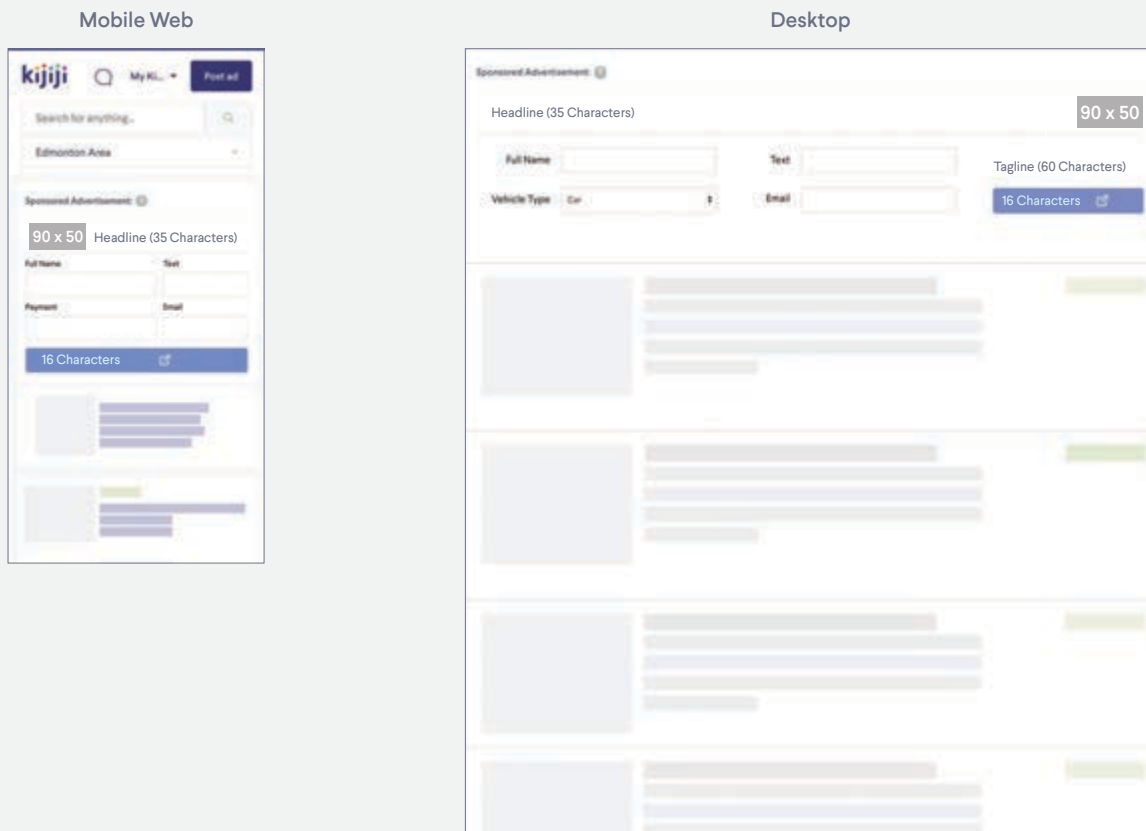
HIGHLIGHTS

- Type: Programmatic/Direct
- Platform: Desktop/App/Mobile Web
- Targeted: National ENG & FRE

Product Spotlight

# Native Form Fill Unit

Start the sign-up or quote process on Kijiji with a customizable form fill on search results pages. Target visitors with the native form fill unit by any combination of category, location, and language.



SPECIFICATIONS

Type: Direct  
 Platform: Desktop/Mobile Web  
 Language: English & French  
 Targeting: All Categories, Locations, Languages

HIGHLIGHTS

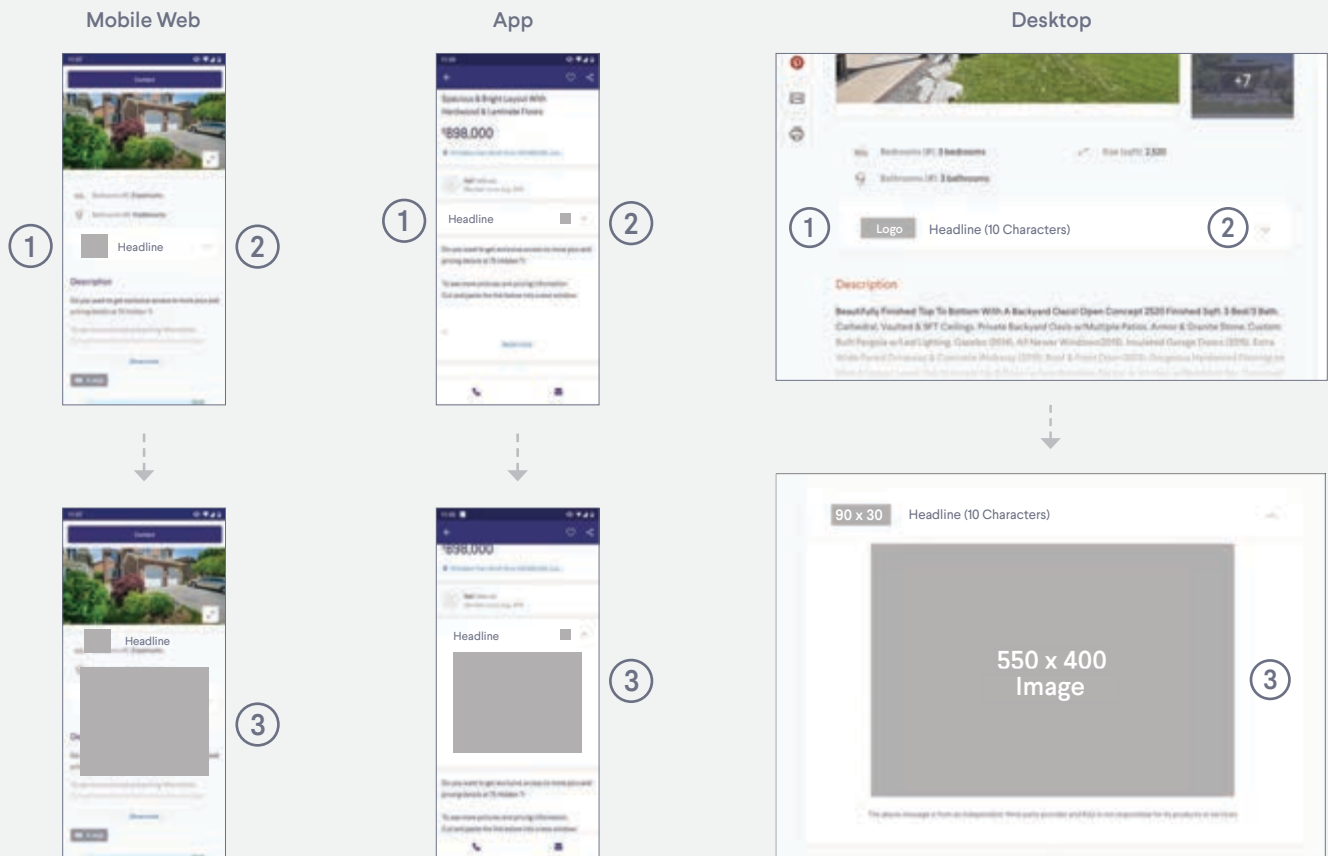
Headline: 35 Characters  
 Logo Size: 90 x 50 px (maximum)  
 CTA: 16 Characters  
 Tagline: 60 Characters  
 # of Fields: Semi-Custom Forms (4 max)

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



SPECIFICATIONS

- Headline Length: 30 Characters
- Description Length: 70 Characters
- Logo Size: 90 x 30 or 50 x 50
- Offer Image Size: 550 x 400

HIGHLIGHTS

- Type: Direct
- Platform: Desktop/App/Mobile Web
- Targeted: National ENG & FRE

Product Spotlight

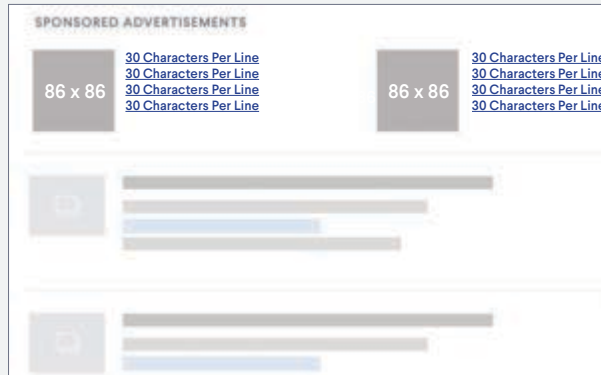
# Integrated & Sponsored Text Link

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

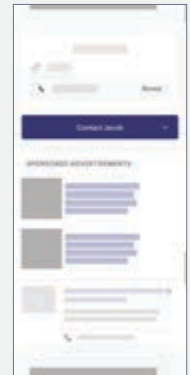
## Sponsored Text Link (STL)

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

Desktop



Mobile Web



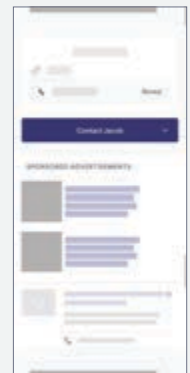
## Integrated Text Link (ITL)

ITLs are found on product pages, offering brands top visibility with shoppers who are actively considering products.

Desktop



Mobile Web



### ITL SPECIFICATIONS

- Logo Size: 202 x 162
- Body Text: 3 lines of text
- Line 1: 70 characters
- Line 2: 70 characters
- Line 3: URL

### STL SPECIFICATIONS

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



# Product Requirements

Product	Ad Type	Sizes	File Type	File Size	Notes
First-Look Impression	Web and/or App	REQUIRED: 728 x 90, 300 x 250, 320 x 50 OPTIONAL: 300 x 600, 160 x 600	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
Roadblock	Web	REQUIRED: 728 x 90, 300 x 250	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops
Homepage Takeover	Web	REQUIRED: 970 x 250, 728 x 90, 300 x 250, 320 x 50 OPTIONAL: 160 x 600, 300 x 600	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops
Homepage Takeover	App	REQUIRED: 728 x 90, 300 x 600, 300 x 250 OPTIONAL: 160 x 600, 320 x 50, 970 x 250, 970 x 90	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops
Category Landing Page	Web	REQUIRED: - 1705 x 450 (Hero Image) - 300 x 250 - Video assets (see Outstream Video requirements in Ad Specs documentation) - Headline: 55 characters max, incl spaces - Clickable CTA: 50 characters max, incl. spaces  OPTIONAL: 728 x 90	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags  hero image must be layered PSD	150 KB. No file size restriction for the hero image	Only 3rd-party click tracker can be accepted for the hero image  Only available for the Cars & Trucks category
Inline Sponsorship	Web	REQUIRED: 728 x 90, 300 x 250 OPTIONAL: 320 x 50	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
Brand Roadblock	Web	REQUIRED: 728 x 90, 300 x 600, 300 x 250  OPTIONAL: 160 x 600, 320 x 50, 970 x 250, 970x90	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted for Kijiji pending testing. RM is only available for Kijiji  Animation must not run over 30 seconds or more 3 loops
Brand Roadblock	App	300 x 250, 320 x 50	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	300 x 250	JPEG, GIF, PNG	150 KB	Creative must be static
Email Marketing - Exclusive Offer	Email	Custom execution			Please consult with Account Executive
Native Form Fill Unit	Web	See ad specs (page 42)			
Kijiji Managed Rich Media Campaign	Web and/or app	Custom execution			Please consult with Account Executive

# Ad Specs

Product	Ad Type	Sizes	File Type	File Size	Notes
Standard IAB Banners	- Web and/or app	728 x 90, 300 x 600, 300 x 250, 160 x 600, 320 x 50, 970 x 250, 970 x 90	150 KB	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
Integrated Text Link	Web and/or app	Logo: 86 x 86  Body Text: 4 lines of text - Line 1: 30 characters per line max, incl spaces - Line 2: 30 characters per line max, incl spaces - Line 3: 30 characters per line max, incl spaces - Line 4: 30 characters per line max, incl spaces (optional)	JPEG, GIF, or PNG (Logo must be static Image)	150 KB (Logo)	1st line will be underlined  Character length subject to change. Proof will be provided for approval before going live
Sponsored Text Link	Web and/or app	Logo: 202 x 162  Body Text: 3 lines of text - Line 1: 70 characters max, incl spaces - Line 2: 70 characters max, incl spaces - Line 3: URL (for display purpose only)	JPEG, GIF, or PNG (Logo must be static Image)	150 KB (Logo)	All text will be underlined.  Character length subject to change. 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: 90 x 30  Pre-Expanded Body Text (includes 2 lines of text) - Line 1: 30 characters max, incl spaces (Headline) - Line 2: 70 characters max, incl spaces  Line 3: Expanded Content: 550 x 400	JPEG, GIF, or PNG (Logo must be static Image)	150 KB (Logo) 150 KB (Content)	1st line (Headline) must be shorter than 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: 50 x 50  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, or PNG (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	Logo: 50 x 50  Header: 30 characters including spaces Body: 40 characters including spaces  VAST: Video length must be :15 seconds or less. Static Image must be provided for final frame (must be same ratio dimensions as video)	For video, only VAST can be accepted	150 KB (Logo)	Video will be served from 300 x 250 unit  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/>





# Speak to a Kijiji media expert now.

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