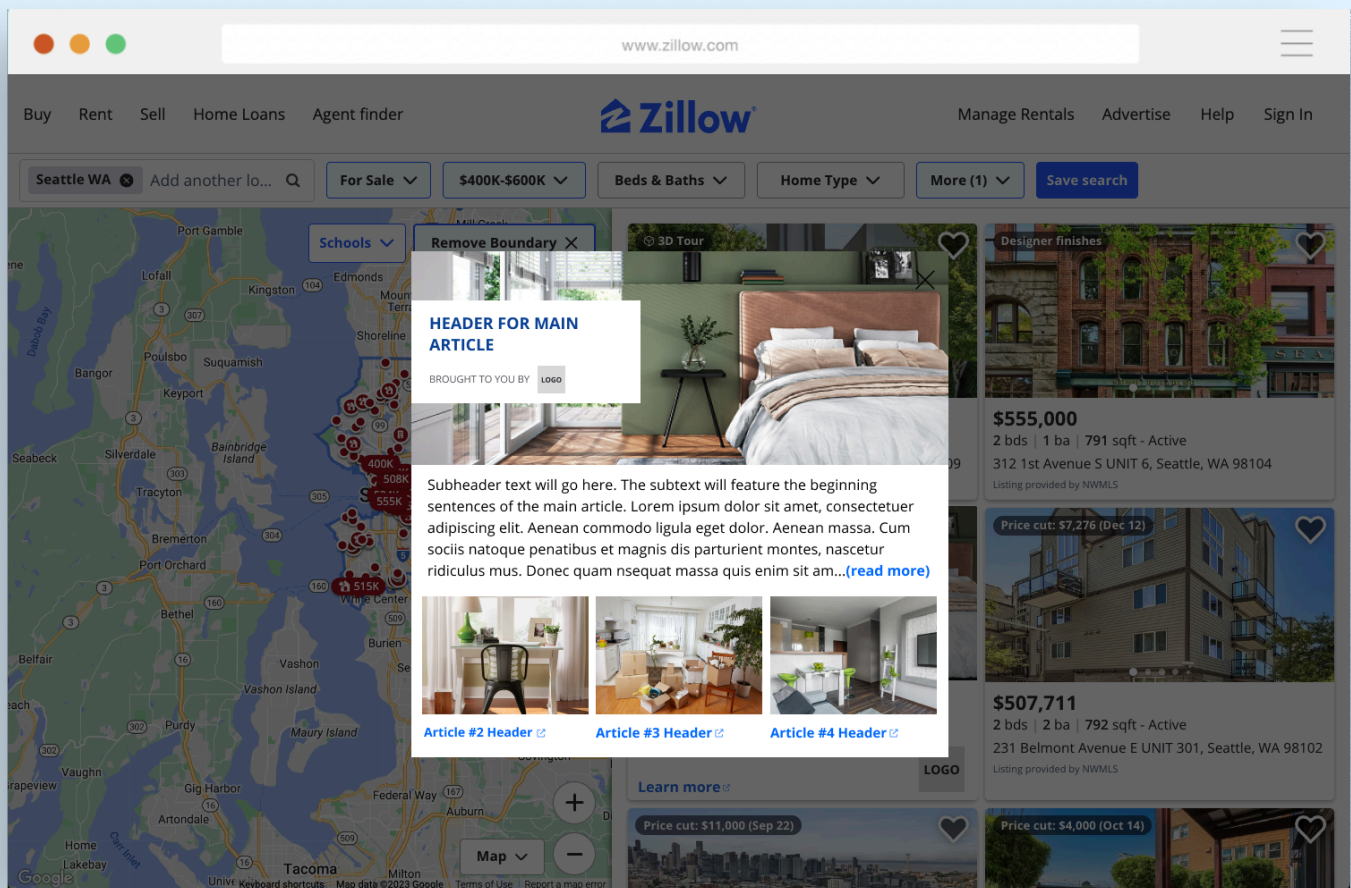


# Zillow Native Search Expandable Content Guide

## Specs

Feature your brand's most recent website and blog content to engage consumers interested in your products and services.



### Expandable Content Guide Specs

<b>Featured Images</b>	<b>Required</b> Image: 1242 width x 558 height Max File Size: 100k Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy <i>An image is required for each article featured in the placement</i>
<b>Logo Image</b>	<b>Required</b> Dimensions: 450 width x 336 height <sup>1</sup> Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
<b>Header Copy</b>	<b>Required</b> Maximum 25 characters including spaces <sup>2</sup> <i>A header is required for each article featured in the placement</i>
<b>Assets</b>	Each featured item will have an active URL where the user can click out to view the full article/video/infographic. Article: Client to provide article copy and an active URL to the full article. Video: Client to provide active Youtube URL or Youtube Video ID. Maximum video length 60 seconds Image/Infographic: Client to provide a URL to the landing page where the graphic can be downloaded.

The screenshot displays the Zillow homepage with a search bar at the top. Below the navigation bar, there are filters for location (Seattle WA), price range (\$400K-\$600K), and other criteria. The main content area features a map of the Seattle area with red pins indicating property locations. To the right of the map, there are several property listings with images, prices, and brief descriptions. The listings include details like '2 bds | 1 ba | 798 sqft - Active' and '1800 Taylor Avenue N UNIT 310, Seattle, WA 98109'.

### Native Search Traffic Driver Specs

<b>Featured Image</b>	<b>Required</b> Dimensions: 828 width x 372 height Max File Size: 100k Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy
<b>Logo Image</b>	<b>Required</b> Dimensions: 220 width x flexible height <sup>1</sup> Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)

<b>Header Copy</b>	<b>Required</b> Maximum 25 characters including spaces <sup>2</sup>
<b>Subheader Copy</b>	<b>Required</b> Maximum 75 characters including spaces <sup>2</sup>
<b>CTA</b>	<b>Required</b> Choose from: “Visit Website” , “Learn More” , “Get Started”

Use the [Native Search Ad Preview](#) tool to see your image, logo and copy in the ad placement.

<sup>1</sup>Logo must be cropped as much as possible with no padding surrounding it.

<sup>2</sup>Character counts are estimates, if the text is too long to fit, it will be automatically truncated. Copy must also not include italicized letters or be in all capitals. Some special characters may be used sparingly.

### Expandable Content Guide Ad Unit Creative Timeline

<b>Execution</b>	Partner provides: <ul style="list-style-type: none"> <li>• featured image, logo image, header copy, subheader copy, and video URL</li> <li>• Impression tracker for expanded unit</li> <li>• 1 click tracker for the click to landing page to Zillow Group</li> </ul>
<b>Lead Time</b>	Kickoff call: 15 business days prior to the campaign’s launch date <sup>3</sup> Assets due: 5 business days prior to the campaign’s launch date

<sup>3</sup>This expandable rich media unit requires additional discussions between graphic design teams and engineering to determine exact functionality and look.

### Tips for saving images:

- Always save images at the highest quality possible (within the specified file size)
- PNG files tend to be higher in size so if you’re having trouble keeping the image under the specified file size, try saving it as a jpg at a high resolution
- When saving an image to our spec sizes, do not size and image up and save it, this will cause your image quality to go down