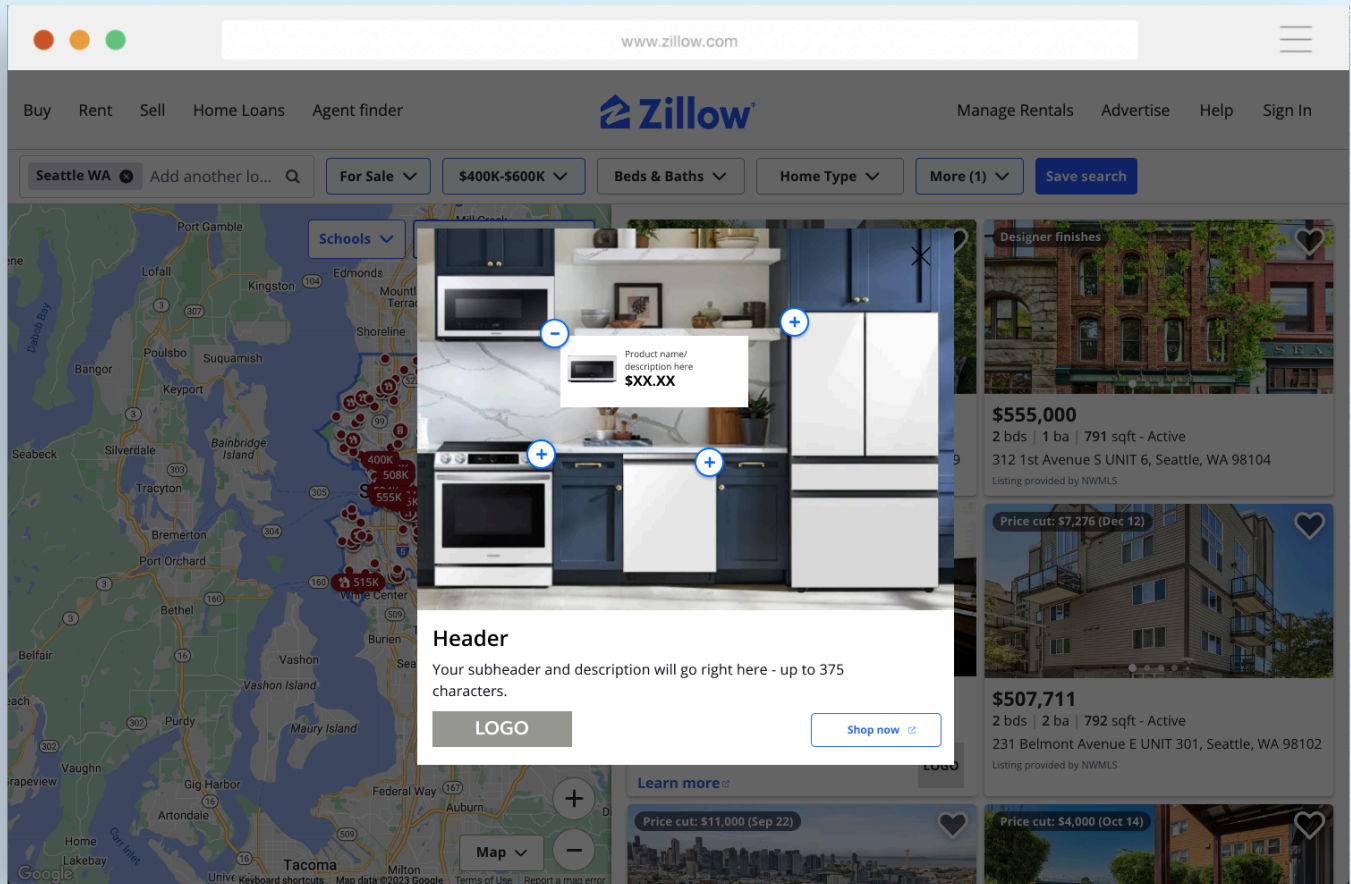


Zillow Native Search Expandable Hotspot

Ad Specs

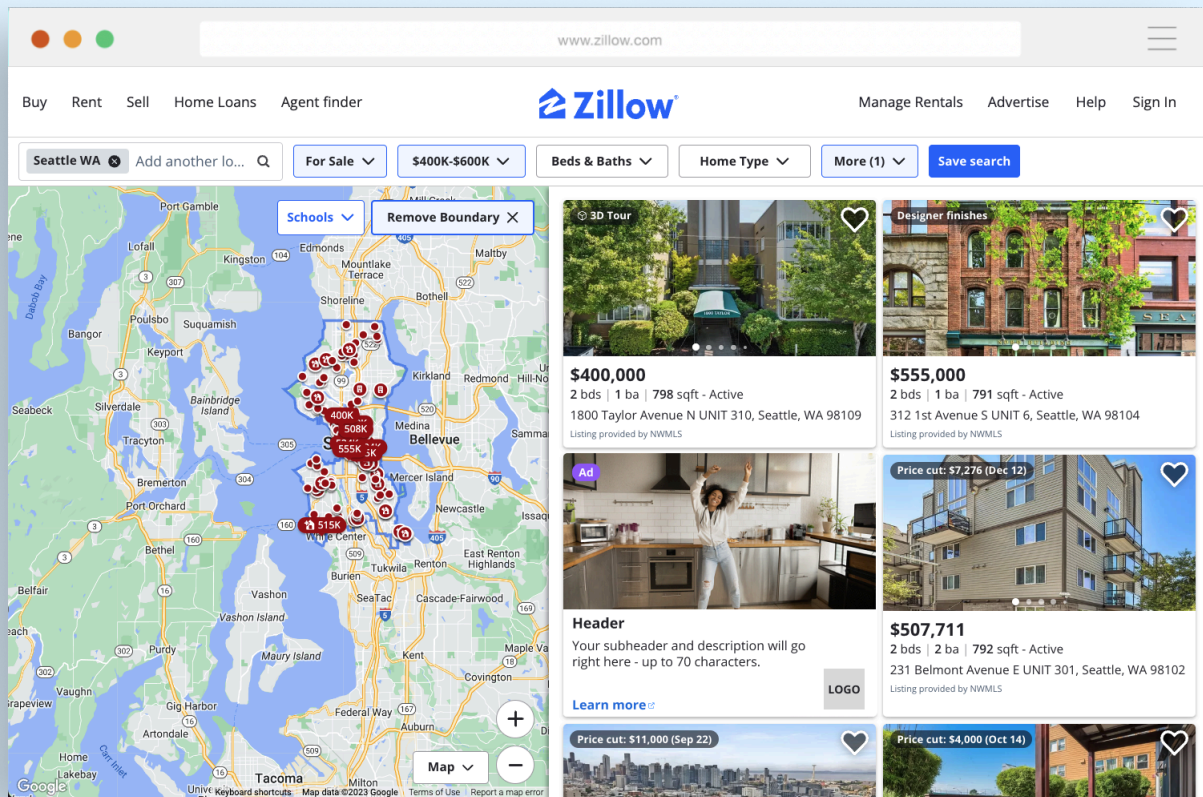
Showcase your brand's product line with this lean-forward interactive experience.



Expandable Hotspot Ad Unit Specs

Featured Image	Required 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
Logo Image	Required Dimensions: 450 width x 336 height ¹ Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	Required Maximum 25 characters including spaces ²
Subheader Copy	Required Maximum 70 characters including spaces ²
CTA	Required Choose from: "Visit Page" , "Learn More" , "Get Started"





Native Search Traffic Driver Specs

Featured Image	Required 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
Logo Image	Required Dimensions: 220 width x flexible height ¹ Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	Required Maximum 25 characters including spaces ²

Subheader Copy	Required Maximum 75 characters including spaces ²
CTA	Required 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.

¹Logo must be cropped as much as possible with no padding surrounding it.

²Character 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 Hotspot Ad Unit Creative Timeline

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

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

