

# Zillow Native Search Expandable Map Locator

## Ad Specs

Take advantage of our audience's love for maps by showcasing your products and services as a neighborhood amenity.

The screenshot displays the Zillow website interface. At the top, the Zillow logo is centered, with navigation links for Buy, Rent, Sell, Home Loans, Agent finder, Manage Rentals, Advertise, Help, and Sign In. Below the navigation bar, a search bar is visible with filters for location (Seattle WA), price range (\$400K-\$600K), and other criteria. A map of Seattle is shown on the left side, with a search overlay box. The overlay box contains a header, a description field (up to 375 characters), a logo field, and a 'Visit website' button. The background shows the Zillow homepage with search filters and property listings.

**Header**

Your subheader and description will go right here - up to 375 characters. Use this space to describe your product, briefly explain your video or share other information with your audience.

**LOGO**

[Visit website](#)

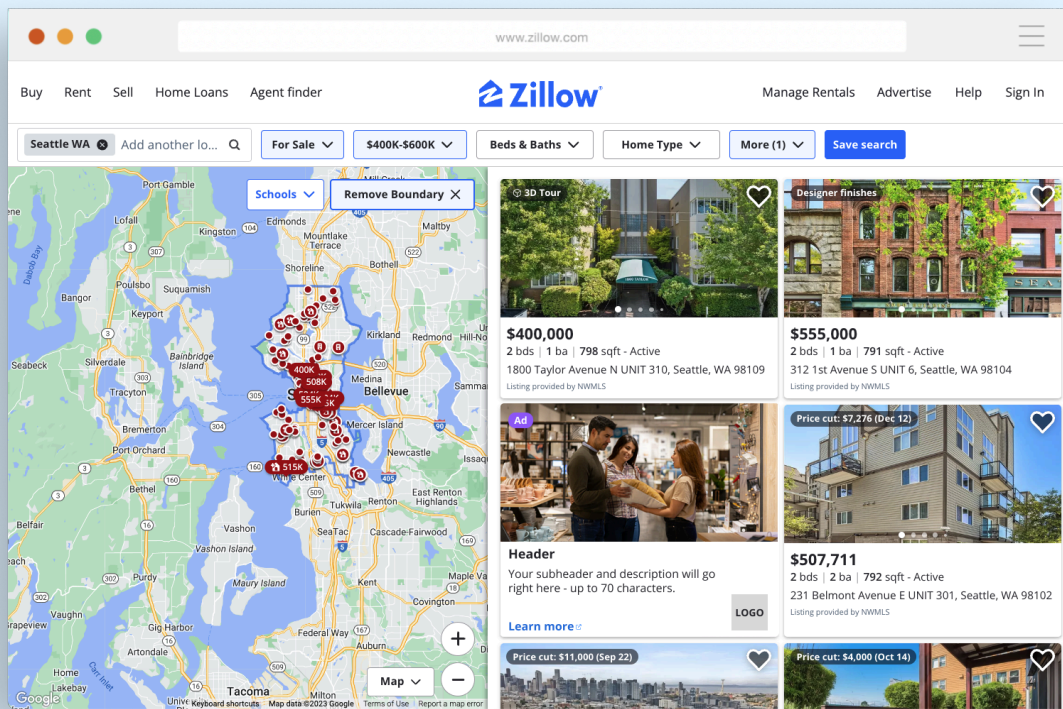
**Property Listings:**

- \$555,000**  
2 bds | 1 ba | 791 sqft - Active  
312 1st Avenue S UNIT 6, Seattle, WA 98104  
Listing provided by NWMLS
- \$507,711**  
2 bds | 2 ba | 792 sqft - Active  
231 Belmont Avenue E UNIT 301, Seattle, WA 98102  
Listing provided by NWMLS

**Expandable Map Locator Ad Unit Specs**

<b>Map</b>	<b>Required</b> CSV file with retail location data. Location can be based on search criteria or user iP address location.
<b>Logo Image</b>	<b>Required</b> Dimensions: 240 width x 60 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 375 characters including spaces <sup>2</sup>
<b>CTA</b>	<b>Required</b> Choose from: “Visit Page” , “Learn More” , “Get Started”





### 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”
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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 Hotspot 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 days prior to launch 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

