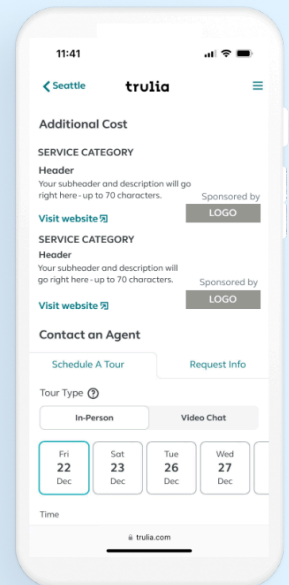
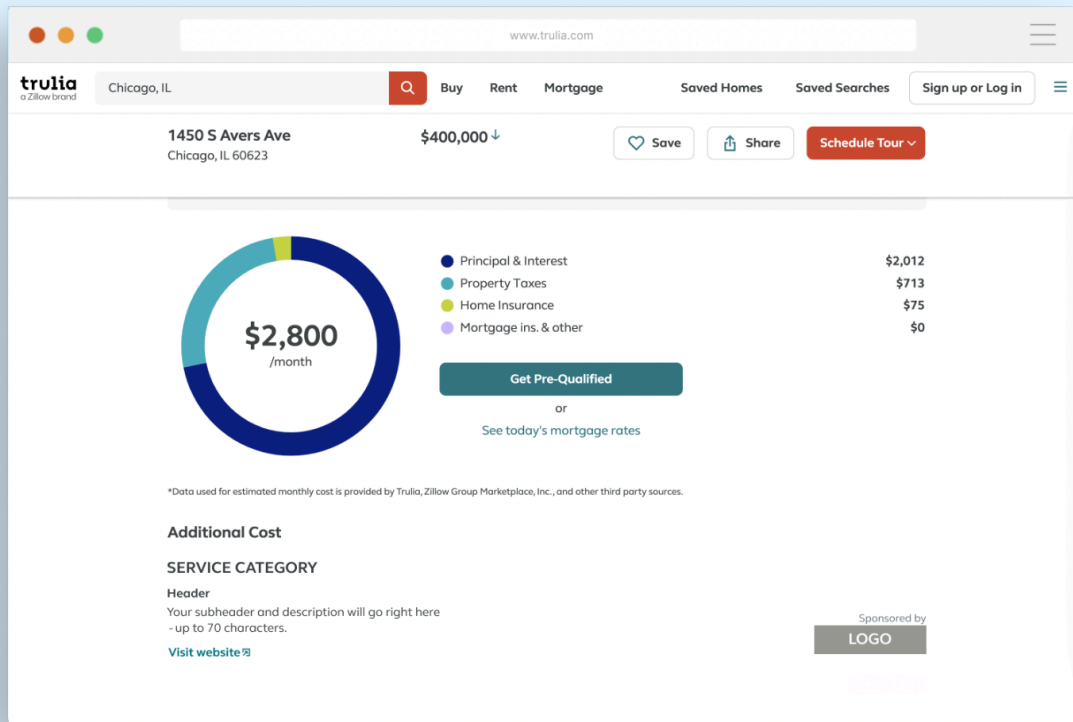


Trulia Home Expenses Ad Specs

Drive conversion with our low-funnel audiences and present your brands as an invaluable amenity while consumers narrow their search.



Home Expenses Ad Unit Specs

Logo Image	Required Dimensions: 48 height x flexible width ¹ Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	Required Maximum 35 characters including spaces ²
Subheader Copy	Required Maximum 70 characters including spaces ² OR Two bulleted line item description: up to 35 characters including spaces per bullet
CTA	Required Choose from: “Visit Page” , “Learn More” , “Get Started”

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.

Home Expenses Ad Unit Creative Timeline

Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL to Zillow Group
Lead Time	Kick-off call: 15 days prior to launch date Assets due: 5 business days prior to 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