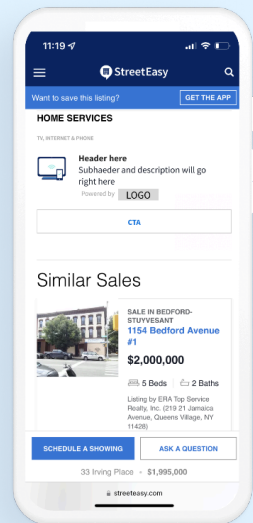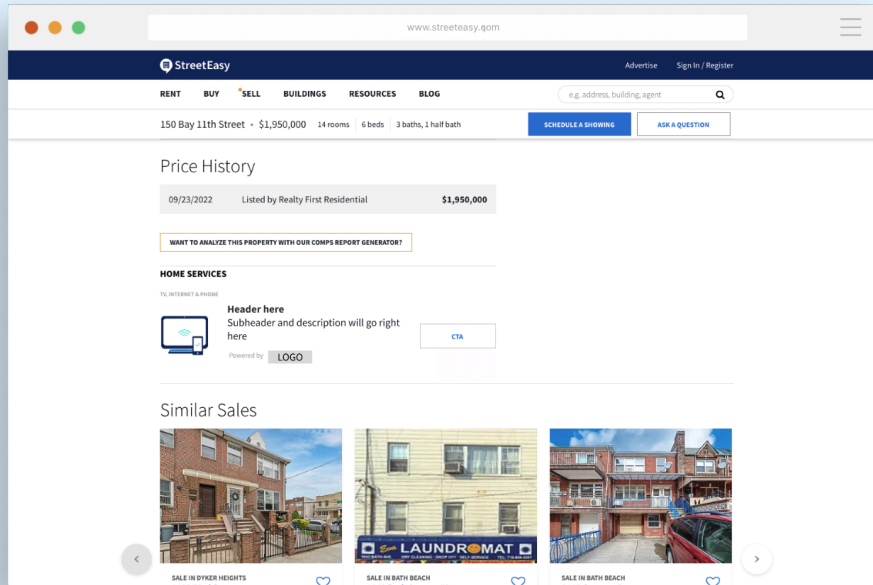# StreetEasy Home Services Ad Specs

Reach low-funnel users and position your brand's products as ideal for NYC living by placing your brand's message in the Home Services section of StreetEasy's Property and Building pages.

StreetEasy Home Services 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"

[1]Logo must be cropped as much as possible with no padding surrounding it.
[2] 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.

StreeEasy Home Services Ad Unit Creative Timeline

Image Specs	**Required** Dimensions: 220 width x flexible height. Max File Size: 50kb Creative Types: png, svg or gif on a transparent background (white logos preferred)
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