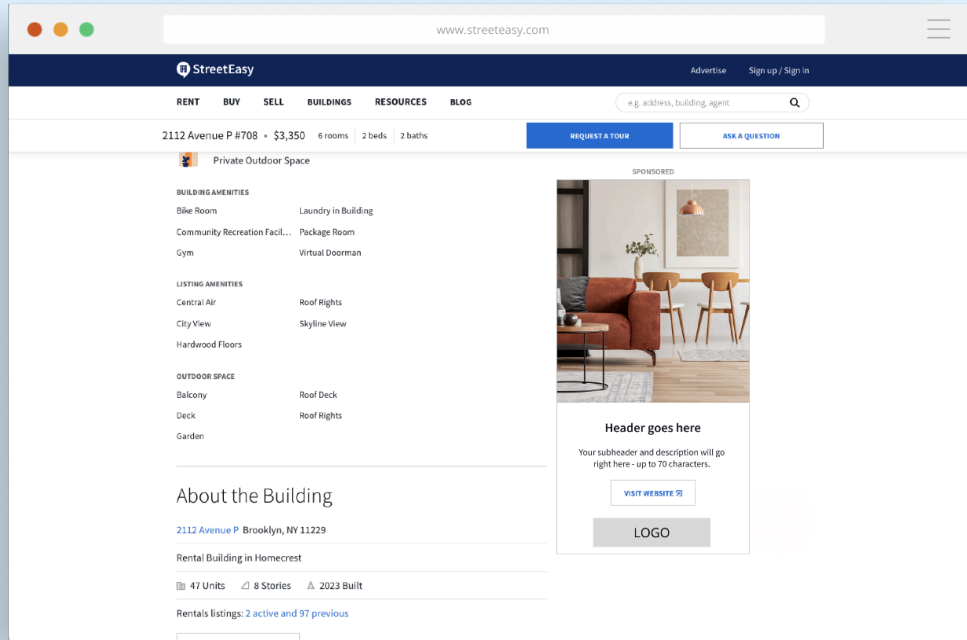# StreetEasy Native ROS Ad Specs

Promote your brand's products to a valuable New York City audience as they scroll through StreetEasy's Building and Home Details pages.

StreetEasy Native ROS Ad Unit Specs

Header Copy	**Required** Maximum 25 characters including spaces[2]
Subheader Copy	**Required** Maximum 70 characters including spaces[2]
CTA	**Required** Choose from: "Visit Website" , "Learn More" , "Get Started"

Logo Specs	**Required** Dimensions: 220 width x flexible height[1] Creative Types: png, svg or gif on a transparent background (white logos preferred)
Image Specs	**Required** Dimensions: 300 width x 345 height Max File Size: 100k Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy

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

StreetEasy Native ROS Ad Unit Creative Timeline

Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL to Zillow Group
Lead Time	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

ZILLOW GROUP