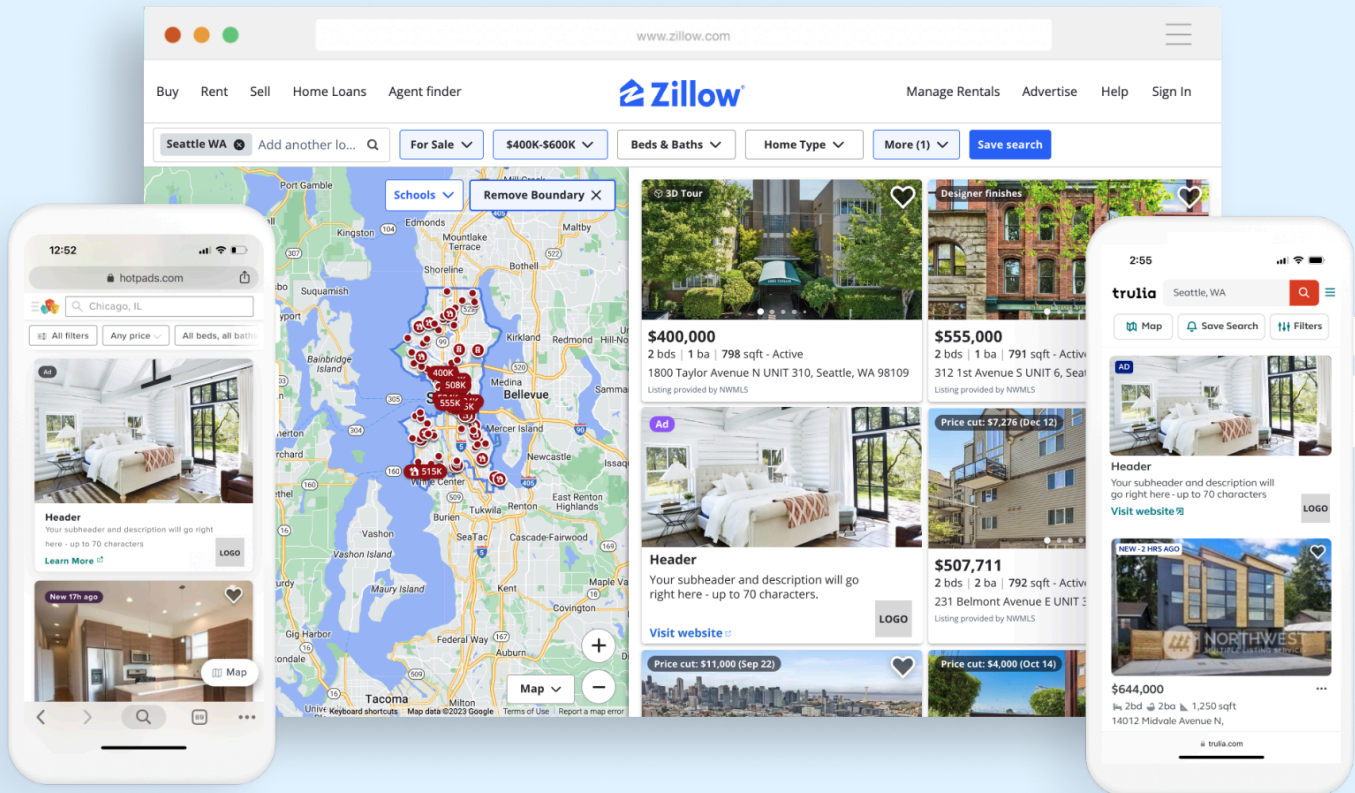# Zillow Group Native Search Ad Specs

Increase awareness with Zillow Group's top-funnel audience as they scroll through the search feed looking for a place to call home.

Native Search Ad Unit 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 70 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.

[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.
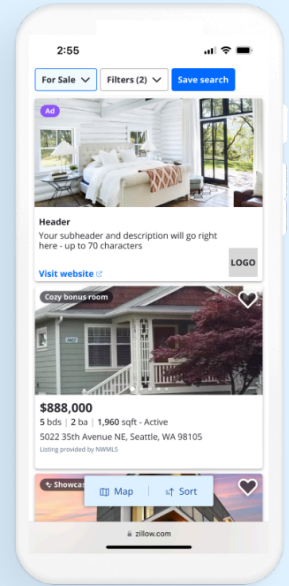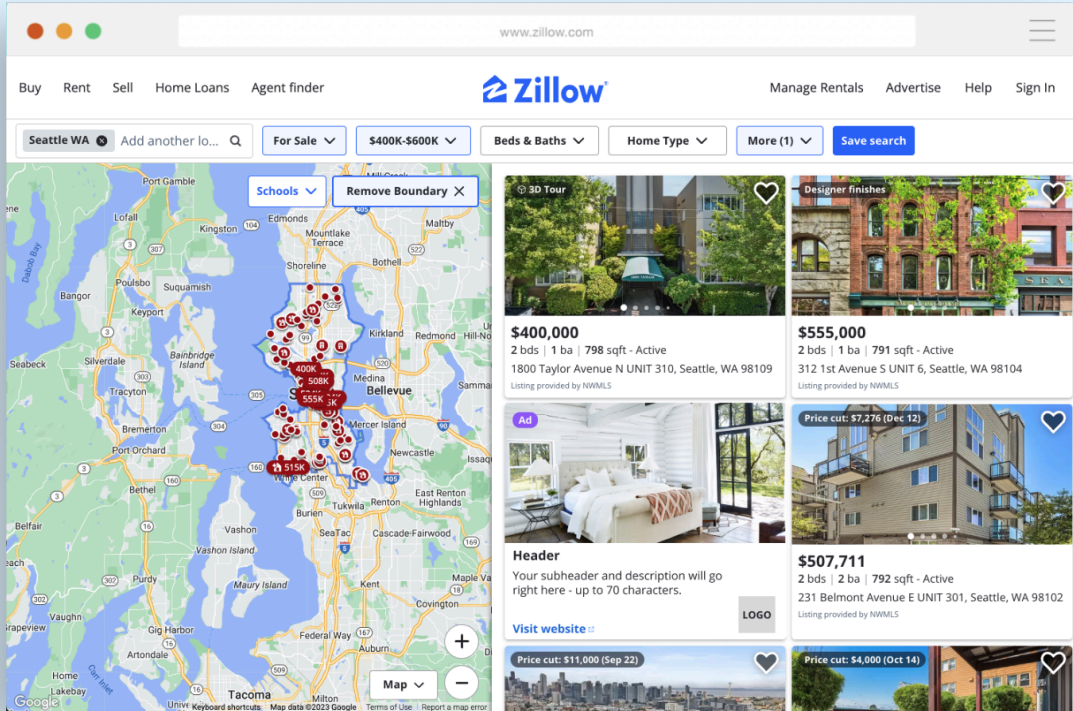
Native Search Ad Unit Creative Timeline

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

Zillow Ad Unit:

Below is a preview of how your image will be cropped in the search results ad.

*Note that the width varies depending on browser width and screen size, but this gives a general idea of where your main content should be contained to.
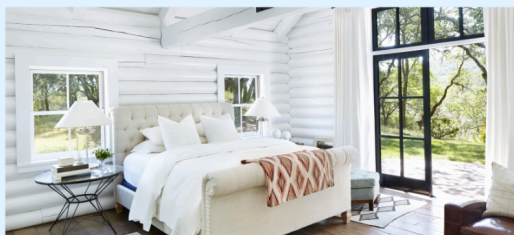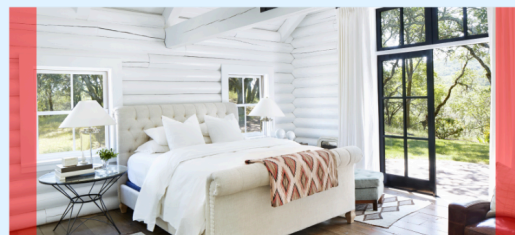

Image sized at 828px X 372px
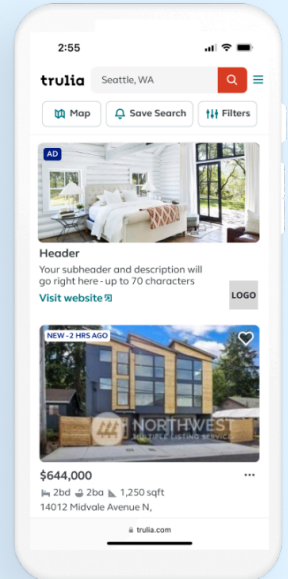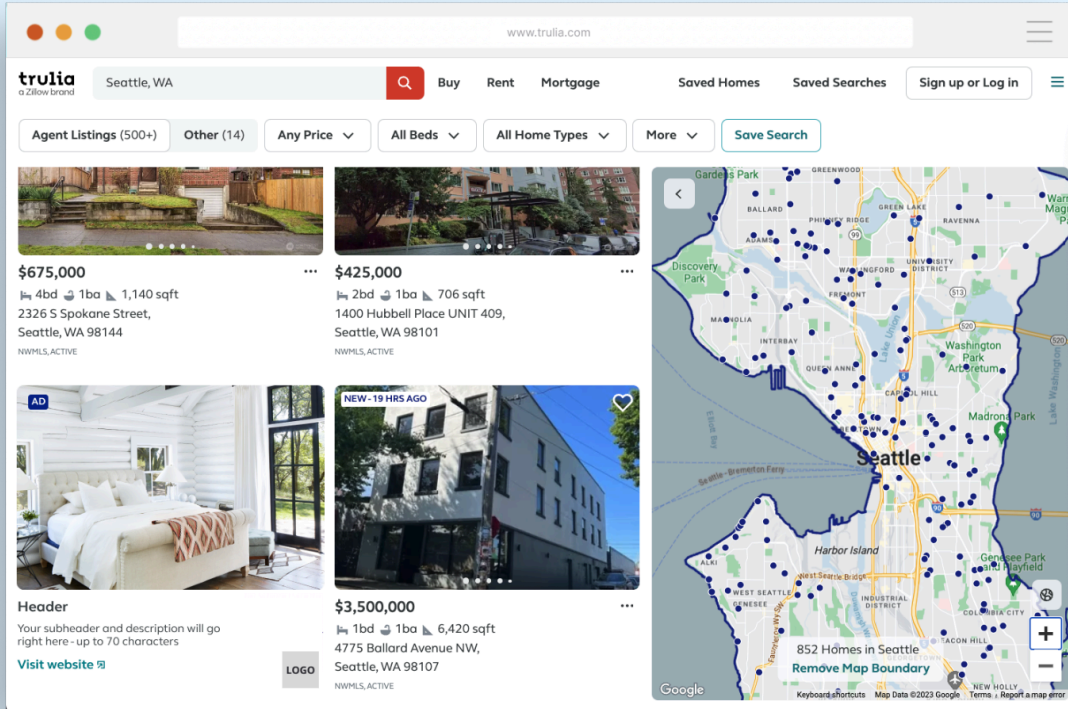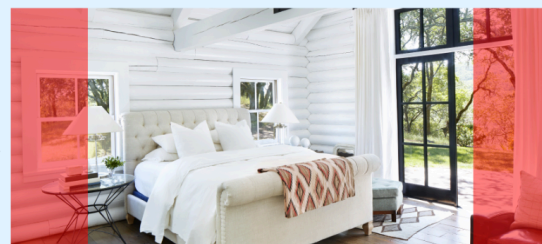
Area in red will be cropped
Left ~5%

Area in red will be cropped
Right ~5%

Safe area in the middle ~90%

ZILLOWGROUP

Trulia Ad Unit:

Below is a preview of how your image will be cropped in the search results ad.

*Note that the width varies depending on browser width and screen size, but this gives a general idea of where your main content should be contained to.

Image sized at 828px X 372px

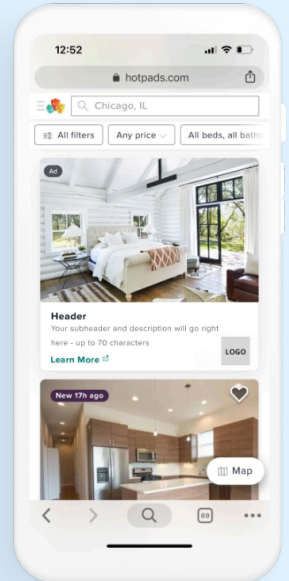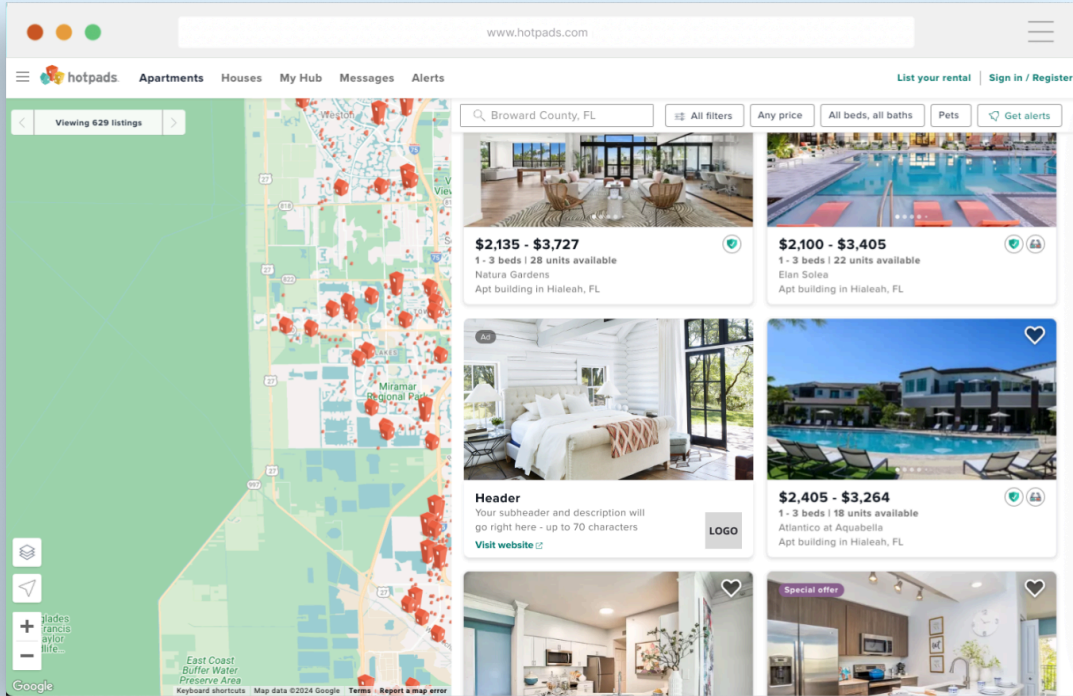Area in red will be cropped

Left ~15%

Area in red will be cropped

Right ~15%

Safe area in the middle ~70%

Hotpads Ad Unit:

Below is a preview of how your image will be cropped in the search results ad.

*Note that the width varies depending on browser width and screen size, but this gives a general idea of where your main content should be contained to.
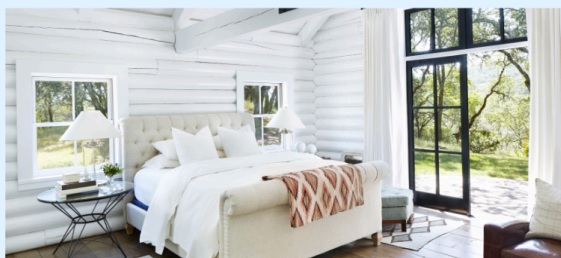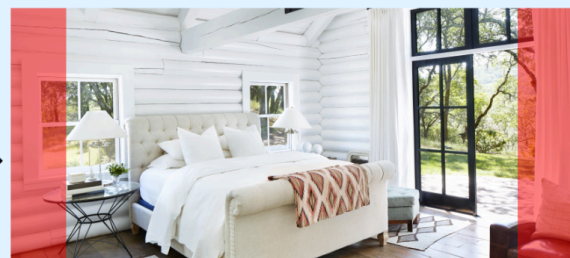

Image sized at 828px X 372px

This area will be cropped

Left ~10%

This area will be cropped

Right ~10%

Safe area in the middle ~80%