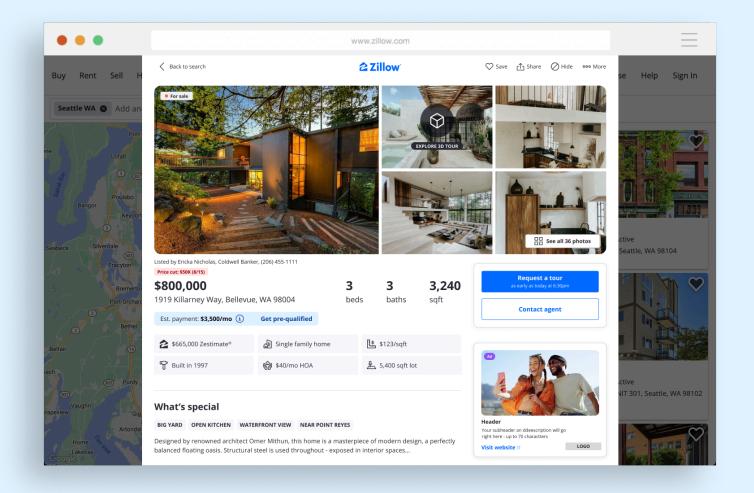# Zillow Property Ad Spec Sheet

Zillow's Property ad unit is a great opportunity for brands looking to drive consideration for their products. This ad unit ensures that your brand is prominently placed alongside essential home information as users evaluate various properties. To make this opportunity even better, the Zillow Property ad unit maximizes visibility for your brand because it remains on the page even as the user scrolls down. Incorporate this placement into your media campaign to elevate campaign results and ensure your products stand out to Zillow movers.

Zillow Property Ad Unit Copy Specs

Header Copy	**Required** Maximum 25 characters including spaces[1]
Subheader Copy	**Required** Maximum 70 characters including spaces[1]
CTA	**Required** Choose from: "Visit Website" , "Learn More" , "Get Started"

Zillow Property Ad Unit Creative Specs

Logo Specs	**Required** Dimensions: 220 width x flexible height[2] Max File Size: 50kb Creative Types: png, svg or gif on a transparent background (no white logos)
Image Specs	**Required** Dimensions: 828 width x 372 height. Max File Size: 100kb Creative Types: png, svg or gif on a transparent background 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.

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

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