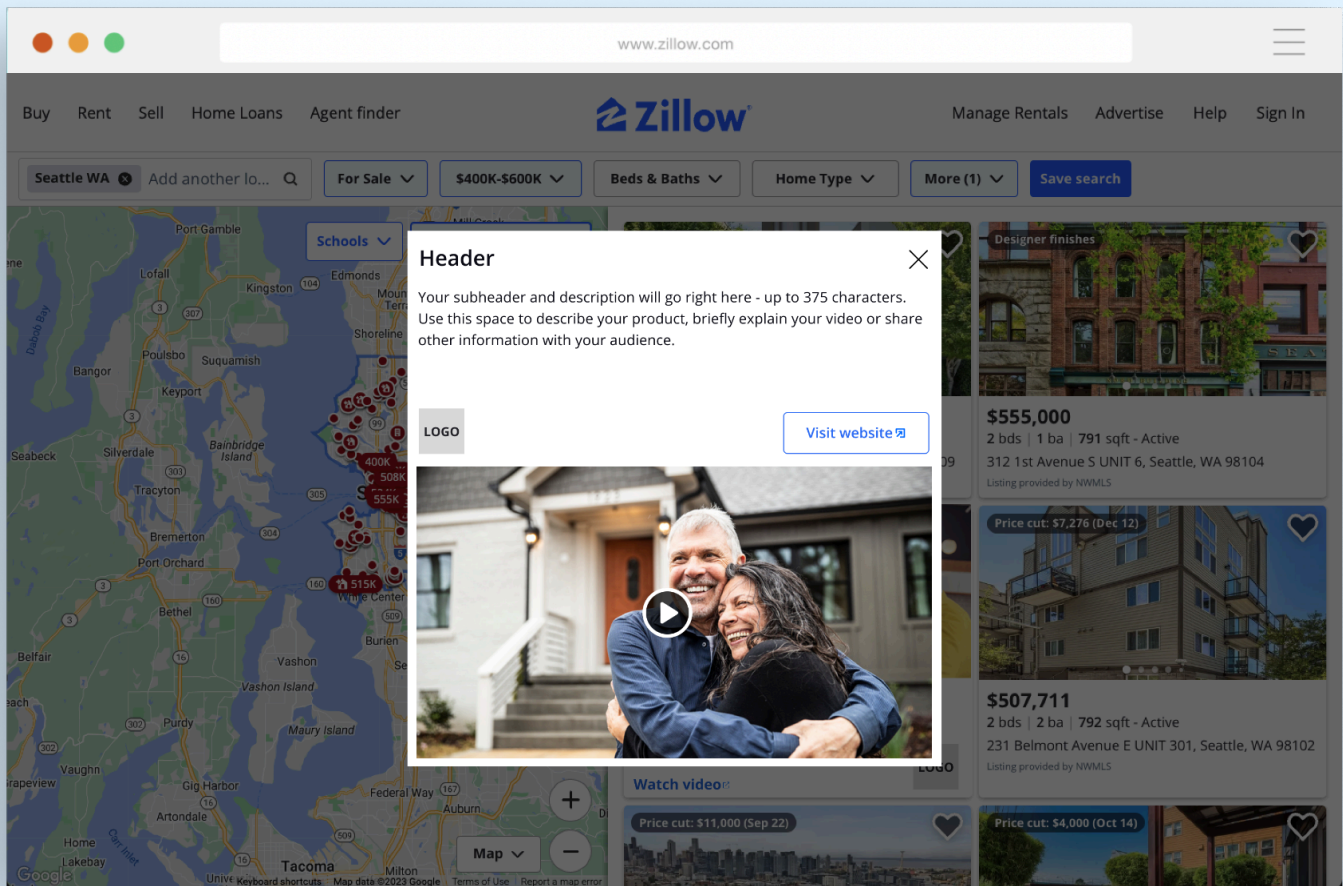


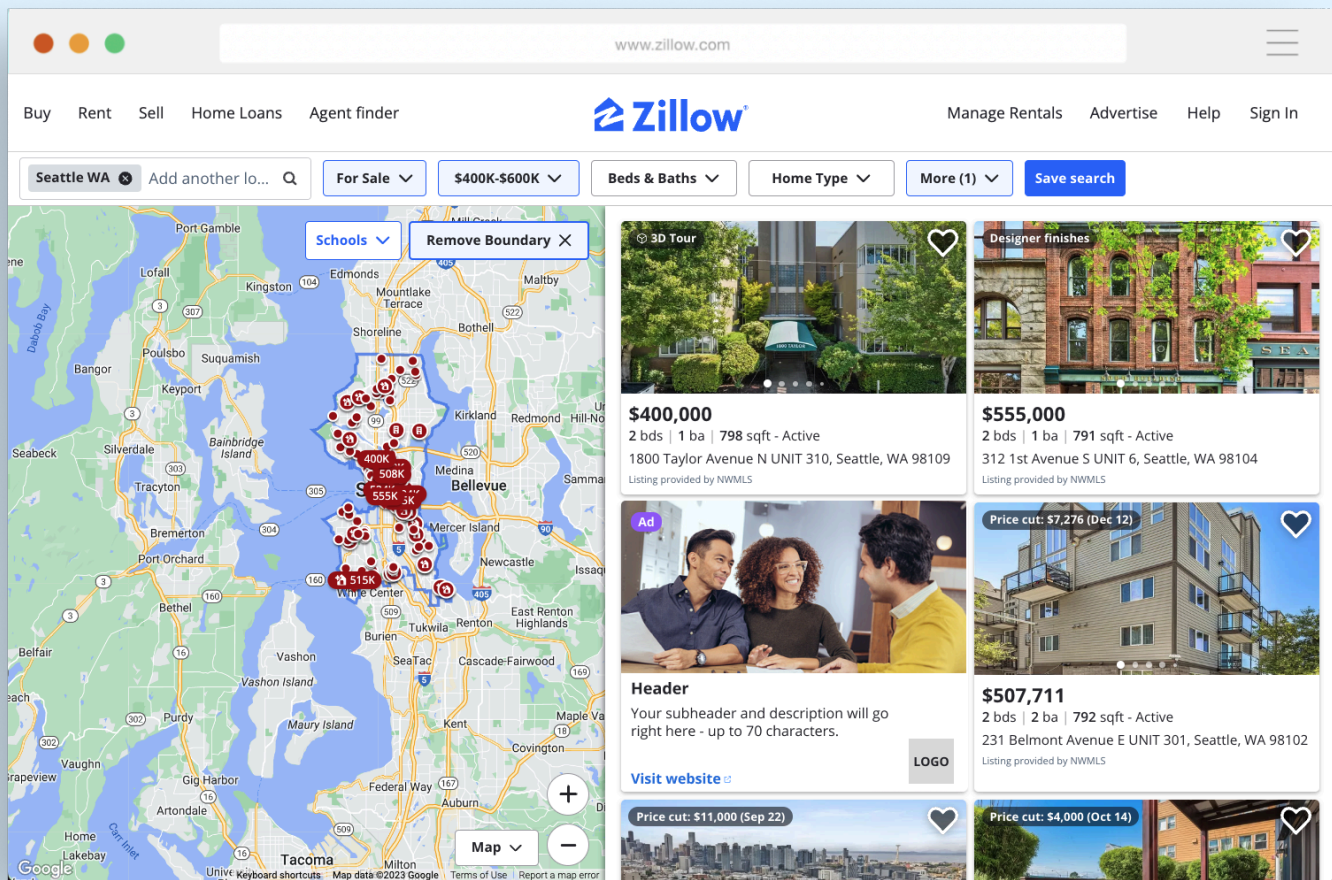
Zillow Native Search Expandable Video Player Ad Specs

Tell your brand's story and entertain, educate and inspire consumers with your existing video content.



Expandable Video Ad Unit Specs

Featured Video	Required <ul style="list-style-type: none"> • Video: active URL to YouTube video that will be pulled into the Lightbox expand panel. Recommended to provide a unique URL for tracking purposes. Maximum video length 60 seconds • Image: 1120 width x 640 height. Optional image gallery for multiple images • Max File Size: 100k • Creative Types: jpeg, gif or png • Creative Restrictions: Image must not contain a logo or copy
Logo Image	Required <ul style="list-style-type: none"> • Dimensions: 220 width x 60 height¹ • Max File Size: 50k • Creative Types: jpeg, gif or png (no white logos)
Header Copy	Required <ul style="list-style-type: none"> • Maximum 25 characters including spaces²
Subheader Copy	Required <ul style="list-style-type: none"> • Maximum 375 characters including spaces²
CTA	Required <ul style="list-style-type: none"> • Choose from: “Visit Website” , “Learn More” , “Get Started”



Native Search Traffic Driver Specs

Featured Image	Required <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Dimensions: 220 width x flexible height¹ • Max File Size: 50k • Creative Types: jpeg, gif or png (no white logos)

Header Copy	Required <ul style="list-style-type: none"> Maximum 25 characters including spaces²
Subheader Copy	Required <ul style="list-style-type: none"> Maximum 75 characters including spaces²
CTA	<ul style="list-style-type: none"> “Watch Video”

Use the [Native Search Ad Preview](#) tool to see your image, logo and copy in the ad placement.

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.

Expandable Video Ad Unit Creative Timeline

Execution	<ul style="list-style-type: none"> Partner provides: <ul style="list-style-type: none"> Featured image, logo image, header copy, subheader copy, and video URL Impression tracker for expanded unit 1 click tracker for the click to landing page
Lead Time	<ul style="list-style-type: none"> Assets due: 5 business days prior to the campaign’s 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

