Promotional Media: Native Search
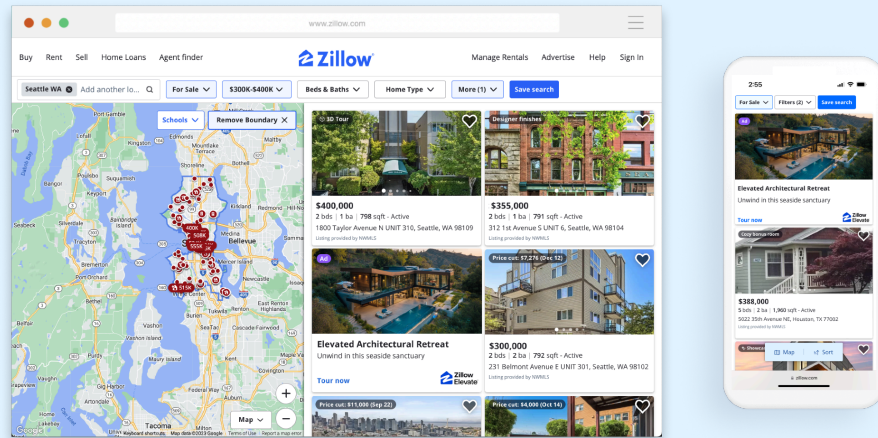
Platforms: Desktop & Mobile (Zillow)

Native Search Ad Specs

Featured Image	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	Dimensions: 220 width x flexible height[1] Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	Maximum 25 characters including spaces[2]
Subheader Copy	Maximum 75 characters including spaces[2]
CTA	Choose from: "Visit Page" , "Learn More" , "Get Started"
Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL to Zillow Group

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.
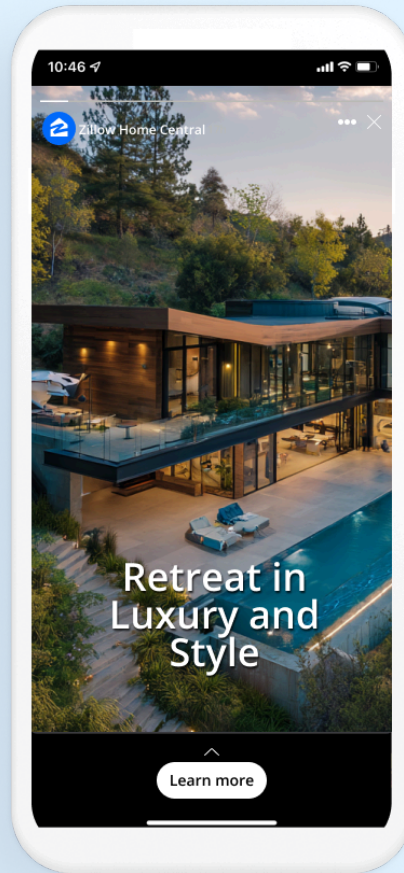
Promotional Media: Facebook and Instagram Paid Social
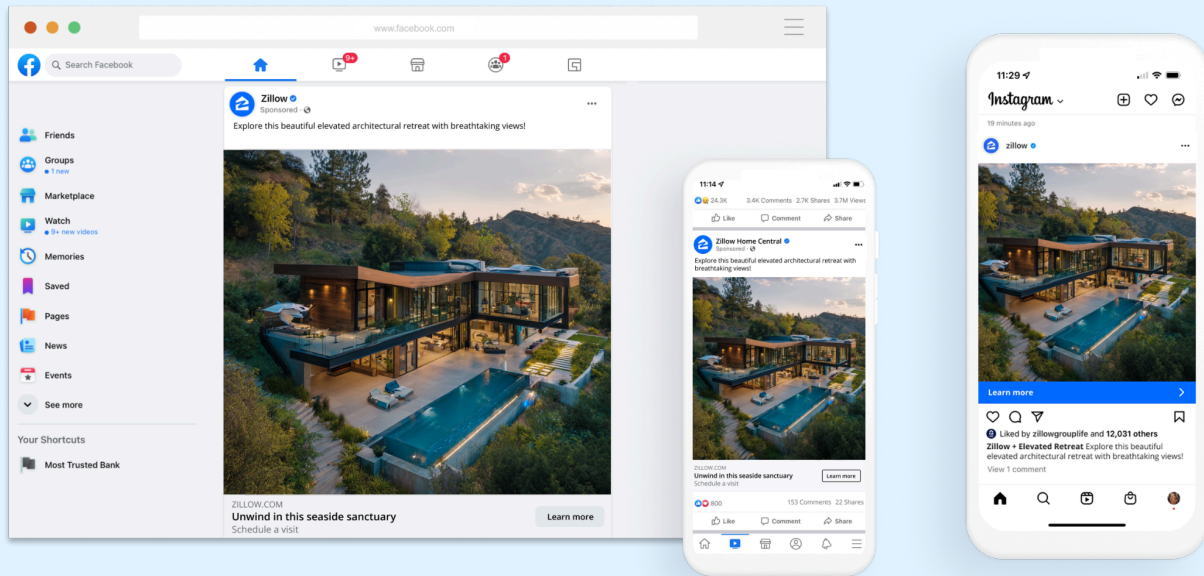
Facebook and Instagram In-Feed Ad Specs

| Featured Image	Ratio: 1.91:1 to 1:1 Dimensions: At least 1080 x 1080 pixels Max File Size: 30MB Creative Types: jpeg or png
Primary Copy	Maximum 125 characters including spaces.
Header Copy	Maximum 27 characters including spaces.
Description Copy	Maximum 27 characters including spaces.
Execution	Partner provides featured image, primary copy, header copy and description copy to Zillow Group

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Facebook and Instagram Stories Ad Specs

Featured Image or Video	Ratio: 9:16 Dimensions: At least 1080 x 1080 pixels[1] Max File Size: 30MB Creative Types: jpeg or png
Header Copy	Maximum 40 characters including spaces
Execution	Partner provides featured image to Zillow Group. Image should include any overlaying copy

[1]For the featured image, consider leaving 250 pixels of the top and bottom without text and logos to avoid covering these key elements with the call-to-action.

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Promotional Media: Buzz Email - This Week's Obsession
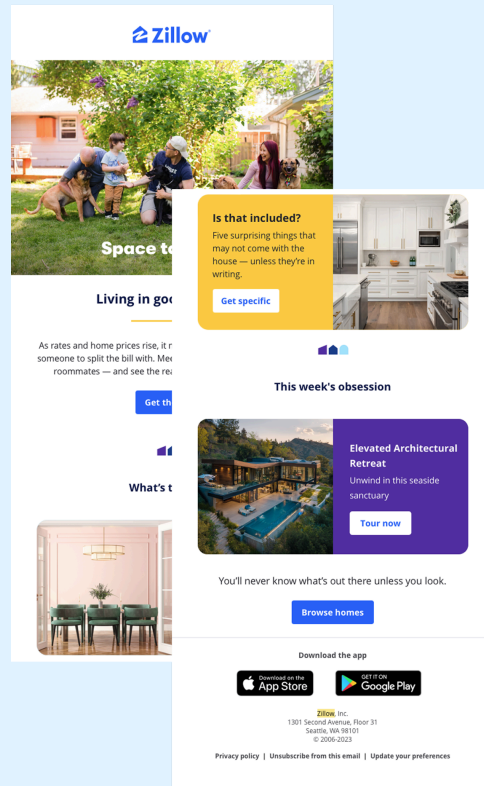
Buzz Email Specs

Featured Image	Dimensions: 504X504 pixels (desktop); 600x504 (mobile) Creative Types: jpeg or png
Header Copy	Maximum 20 characters including spaces
Subheader Copy	Maximum 70 characters including spaces
CTA Copy	Maximum 19 characters
CTA URL	Link to CBL

Please contact brandadvertising@zillow.com with any questions

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