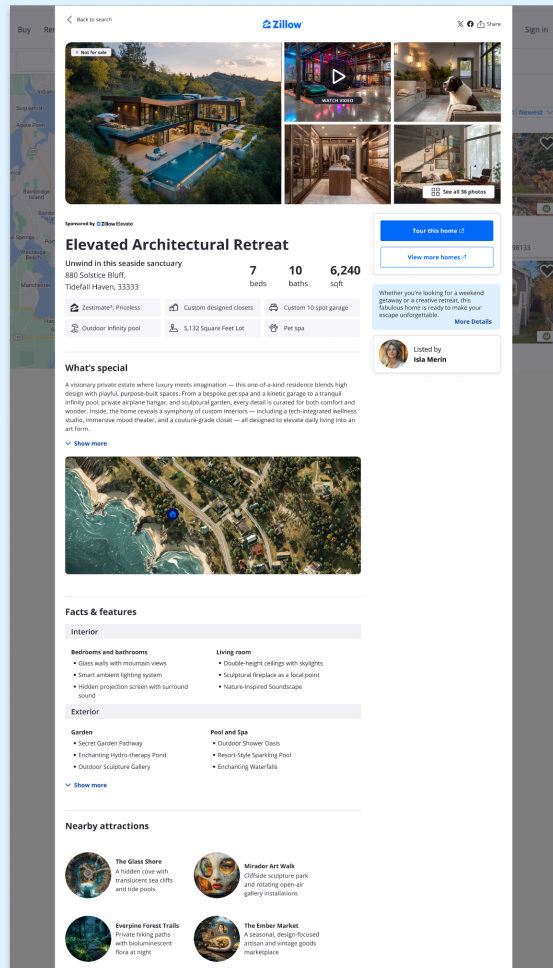# Zillow Custom Brand Listing Specs

Promote your campaign in a fun and unique way by creating a branded Zillow listing.
This document includes the information we need from you to bring your listing to life!

Page URL

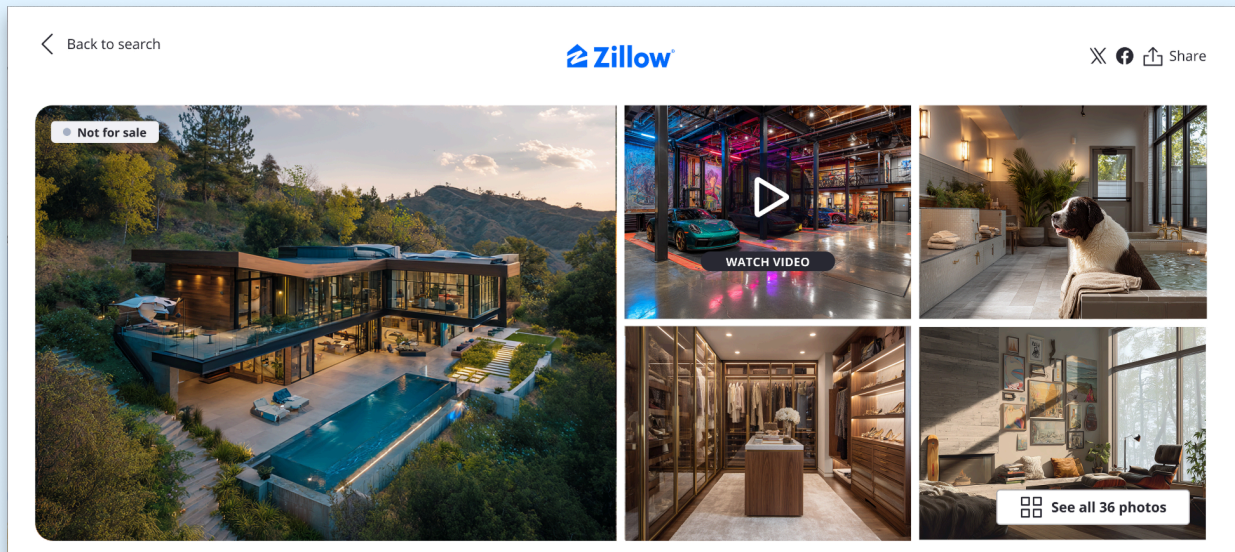| URL Slug	Required
	Create a slug using dashes to separate words The base of the URL is zillow.com/house/ The full URL is for example zillow.com/house/zillowhouse

Image Carousel

Image Dimensions	Landscape (Horizontal): 1085px by 724px Portrait (Vertical): 512px by 768px *Smaller will result in poor quality*
Creative File Types	.jpg, .jpeg, .gif, .png
Image Quantity	We recommend at least 10 images, no more than 25
People	Limit photos that contain people to no more than 20% of photos
Inappropriate Content	No inappropriate content (i.e. no obvious blood/gore) All images are subject to Zillow Group review and approval
Branding	Branding discouraged in images All images are subject to Zillow Group review and approval
Listing Status	**Required** Choose from "For Sale", "Coming Soon", "For Rent", "New Construction", "Off Market", "Foreclosure", and "Recently Sold"

Image Carousel Multimedia

Video	YouTube video hosted on the advertiser's Youtube channel Please provide YouTube URL

Elevated Architectural Retreat

Unwind in this seaside sanctuary
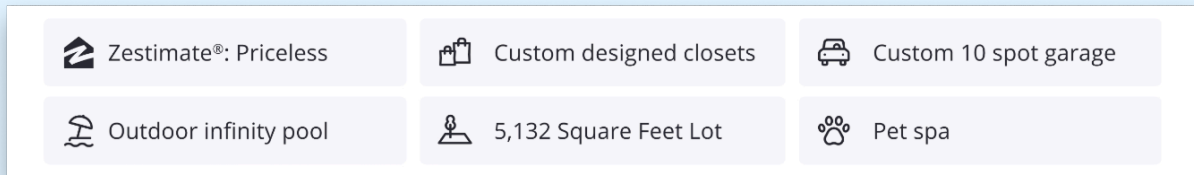880 Solstice Bluff,
Tidefall Haven, 33333

7	**10**	**6,240**
beds	baths	sqft

Listing Header

"Sponsored By" Format	**Please choose between the format shown above or "Sponsored by [company name in plain copy]"** ● Example: Sponsored by 👑 PRINCESS LOGO ● Example: Sponsored by Zillow
Logo Image	**Required if you choose the "Sponsored by [logo]" format** ● Dimensions: 100 max width x 40 max height[1] ● Max File Size: 200k ● Creative Types: jpeg, gif or png (no white logos)
Listing Title	**Required** Up to 30 characters
Price	**Required** Up to 20 characters
Bed	**Required** Up to 5 characters *Note: The word "bed" can be customized to align with your listing. Up to 5 characters*
Bath	**Required** Up to 5 characters *Note: The word "bath" can be customized to align with your listing. Up to 5 characters*
Sq Footage	**Required** *Note: The word "sqft" can be customized to align with your listing. Up to 5 characters*
Address Line 1	**Required** Up to 35 characters
Address Line 2	**Required** Up to 35 characters

[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.
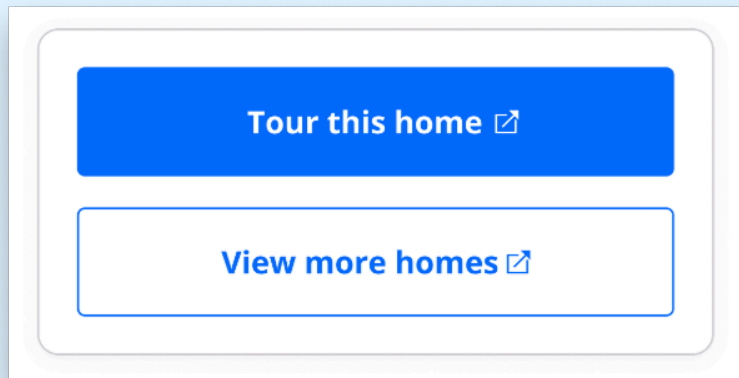
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🔼 Zestimate®: Priceless	🏚 Custom designed closets	🚗 Custom 10 spot garage
🏊 Outdoor infinity pool	⚖ 5,132 Square Feet Lot	🐾 Pet spa

Listing Highlights

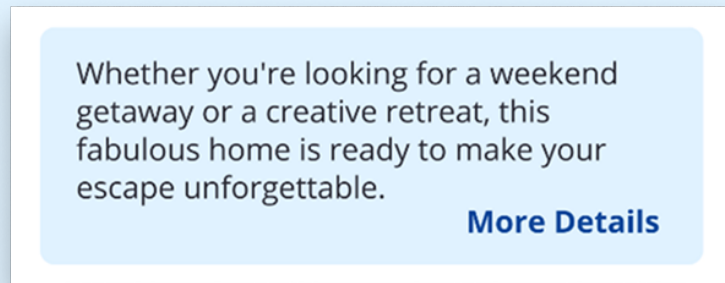|	
Highlight 1: Zestimate	**Required** Up to 10 characters
Highlight 2	**Required** Icon Name: Choose from our list of icon options Up to 20 characters
Highlight 3	**Required** Icon Name: Choose from our list of icon options Up to 20 characters
Highlight 4	Icon Name: Choose from our list of icon options Up to 20 characters
Highlight 5	Icon Name: Choose from our list of icon options Up to 20 characters
Highlight 6	Icon Name: Choose from our list of icon options Up to 20 characters
Custom Icon [2]	**Optional** ● Dimensions: 26 min width x 26 min height[1] ● Max File Size: 40k ● Creative Types: svg

[1]Icon must be cropped as much as possible with no padding surrounding it. Height and width dimensions should be the same, creating a square-shaped icon.

[2] Custom listing highlight icons will always be positioned as the final highlight; limited to 1 custom icon per listing.
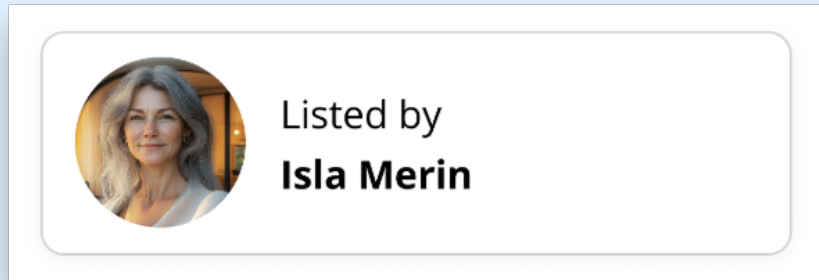
CTA Section

CTA 1 Copy	**Required** Up to 15 characters
CTA 1 URL	**Required**
CTA 2 Copy	**Optional** Up to 15 characters
CTA 2 URL	**Optional**

Promo Banner

Promo Banner Copy	**Optional** Up to 115 characters **CTA Link** URL of the landing page to the promotional or legal disclaimer

Listing Agent

Agent Image	**Required** • Dimensions: 64 min width x 64 min height[1] • Max File Size: 40k • Creative Types: jpeg, gif or png
Agent Name	**Required** Up to 20 characters

[1]Icon must be cropped as much as possible with no padding surrounding it. Height and width dimensions should be the same, creating a square-shaped icon.
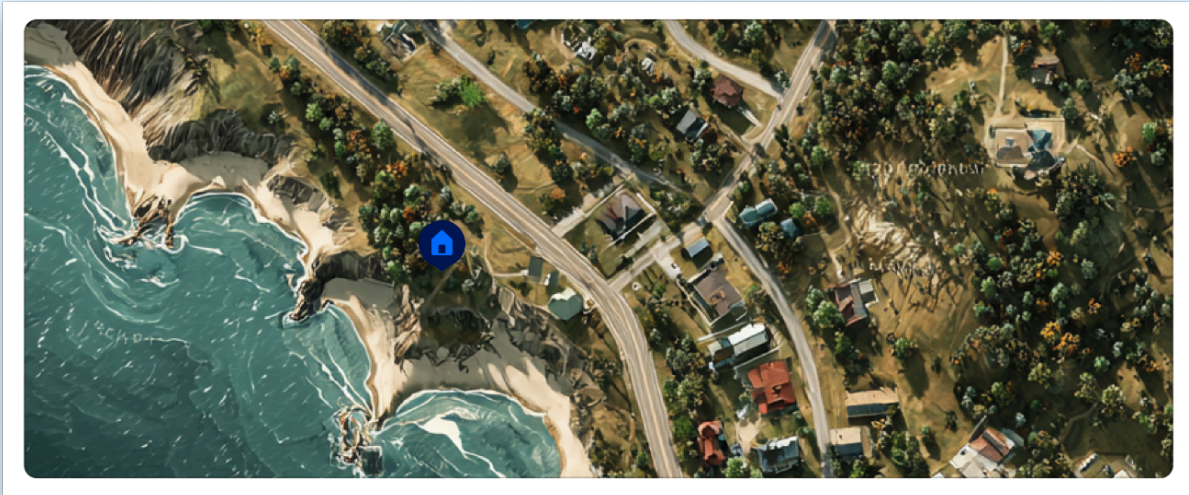

What's Special

What's Special Copy	**Required** No character limit

Map

Map	- Dimensions: 904 width x 357 max height[1] - Max File Size: 200k - Creative Types: jpeg, gif or png @2x

Facts & features

Interior

Bedrooms and bathrooms
- Glass walls with mountain views
- Smart ambient lighting system
- Hidden projection screen with surround sound

Living room
- Double-height ceilings with skylights
- Sculptural fireplace as a focal point
- Nature-Inspired Soundscape

Exterior

Garden
- Secret Garden Pathway
- Enchanting Hydro-therapy Pond
- Outdoor Sculpture Gallery

Pool and Spa
- Outdoor Shower Oasis
- Resort-Style Sparkling Pool
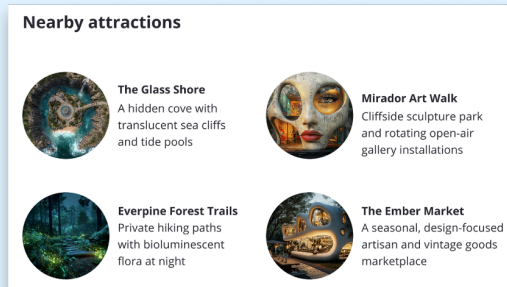- Enchanting Waterfalls
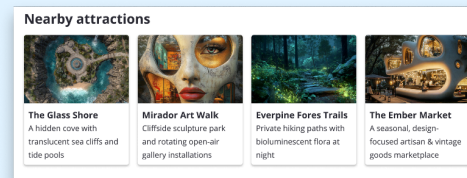
⌄ **Show more**

Facts & Features

Header 1 Section	**Required** Optional section to bring your listing to life with more detail about the listing Up to 20 characters
Header 1 Details	**Required** Optional Subheader up to 25 characters Between 3 and 10 details *Examples include bedroom details, bathroom details, flooring, appliances.*
Header 2 Section	Up to 20 characters
Header 2 Details	Optional Subheader up to 25 characters Between 3 and 10 details *Examples include bedroom details, bathroom details, flooring, appliances.*

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Circular Images

Square Images

Custom Content Section (Optional)

Section Title	**Required if including section** Up to 20 characters
Section Format	**Required if including section** Circular Images Square Images *Please highlight your preference*
Image 1	**Required if including section** • Dimensions: 125 width x 125 height • Max File Size: 200k • Creative Types: jpeg, gif or png @2x
Image 1 Header	**Required if including section** Up to 12 characters
Image 1 Subheader	**Required if including section** Up to 55 characters
Image 2	**Required if including section** • Dimensions: 125 width x 125 height • Max File Size: 200k • Creative Types: jpeg, gif or png @2x

Image 2 Header	**Required if including section** Up to 12 characters
Image 2 Subheader	**Required if including section** Up to 55 characters
Image 3	**Required if including section** ● Dimensions: 125 width x 125 height ● Max File Size: 200k ● Creative Types: jpeg, gif or png @2x
Image 3 Header	**Required if including section** Up to 12 characters
Image 3 Subheader	**Required if including section** Up to 55 characters
Image 4	**Required if including section** ● Dimensions: 125 width x 125 height ● Max File Size: 200k ● Creative Types: jpeg, gif or png @2x
Image 4 Header	**Required if including section** Up to 12 characters
Image 4 Subheader	**Required if including section** Up to 55 characters