

Zillow Native Photo Gallery Specs

Whether a Zillow user is browsing homes to dream about their life's next chapter or planning their next move, Zillow's photo galleries command plenty of engagement. Zillow reported a record 10.5 billion visits in 2022, and the home photos are at the heart of the customer experience.

By capitalizing on this placement, your brand will align with Zillow's most popular area.

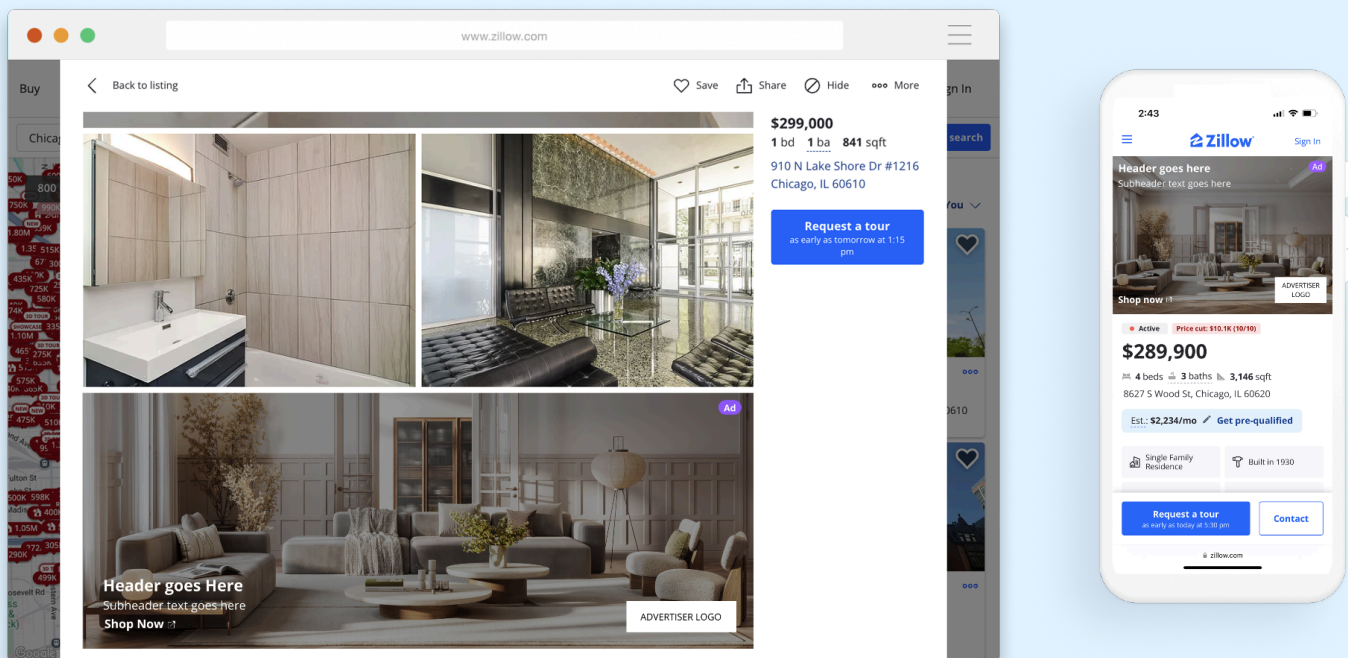


Photo Gallery Ad Unit Copy Specs

Header	Required Up to 25 characters including spaces
Subheader	Required Up to 70 characters including spaces
CTA Options	Required “Shop now,” “Visit website,” and “Learn more”



Photo Gallery Ad Unit Creative Specs

Logo Specs	Required Dimensions: 220 width x flexible height. Max File Size: 50kb Creative Types: png, svg or gif on a transparent background (white logos preferred)
Rectangle Image Specs Sample size shown below	Required Dimensions: 1900 width x 700 height (2x). Max File Size: 300kb Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy
Square Image Specs Sample size shown below	Required Dimensions: 942 width x 574 height (2x). Max File Size: 300kb Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy

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



Rectangle image:**Banner image:**