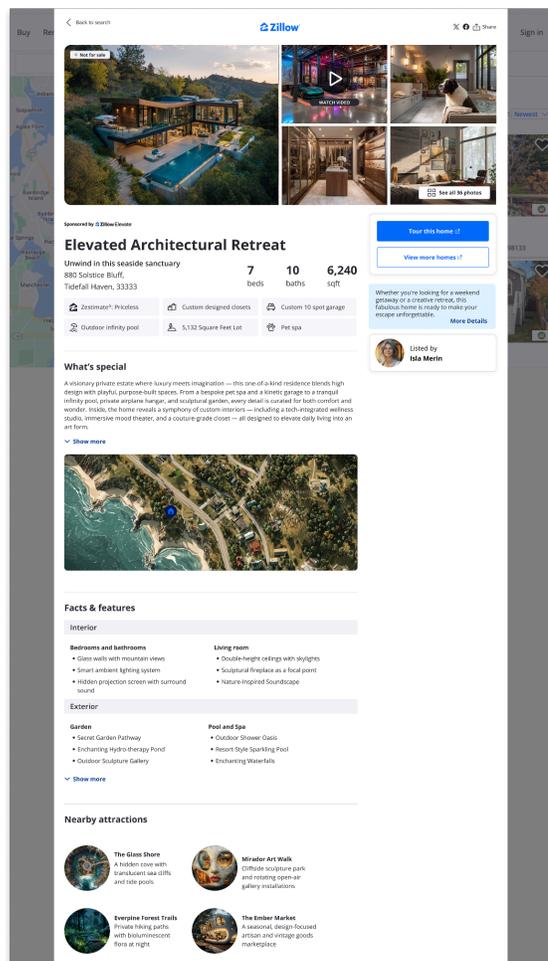


# Zillow Custom Brand Listing Specs

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.



Want to include this placement in your next campaign? Please contact your assigned Zillow sales rep or email [brandadvertising@zillow.com](mailto:brandadvertising@zillow.com).

## Page URL

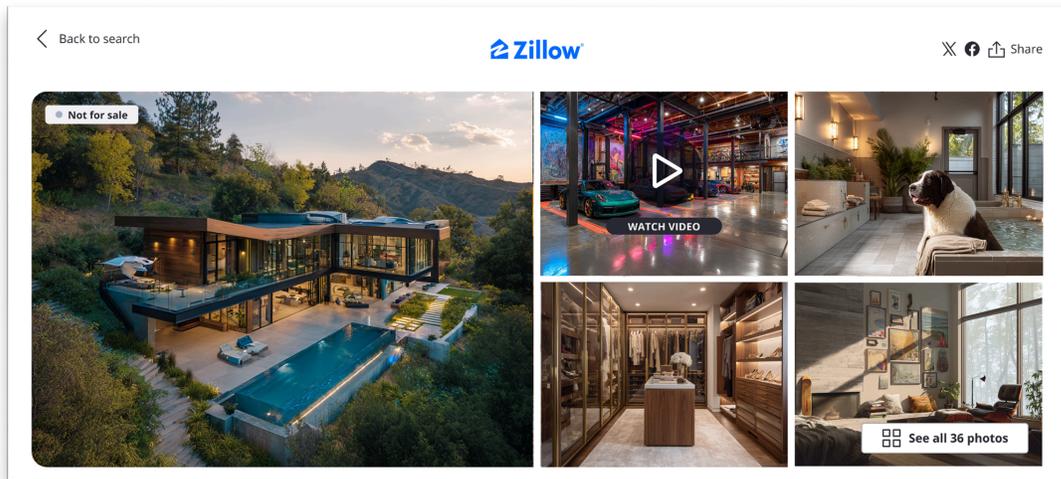
### URL Slug

#### Required

Create a **slug** using dashes to separate words

The base of the URL is [zillow.com/house/](https://www.zillow.com/house/)

The full URL, for example, is [zillow.com/house/zillowhouse](https://www.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

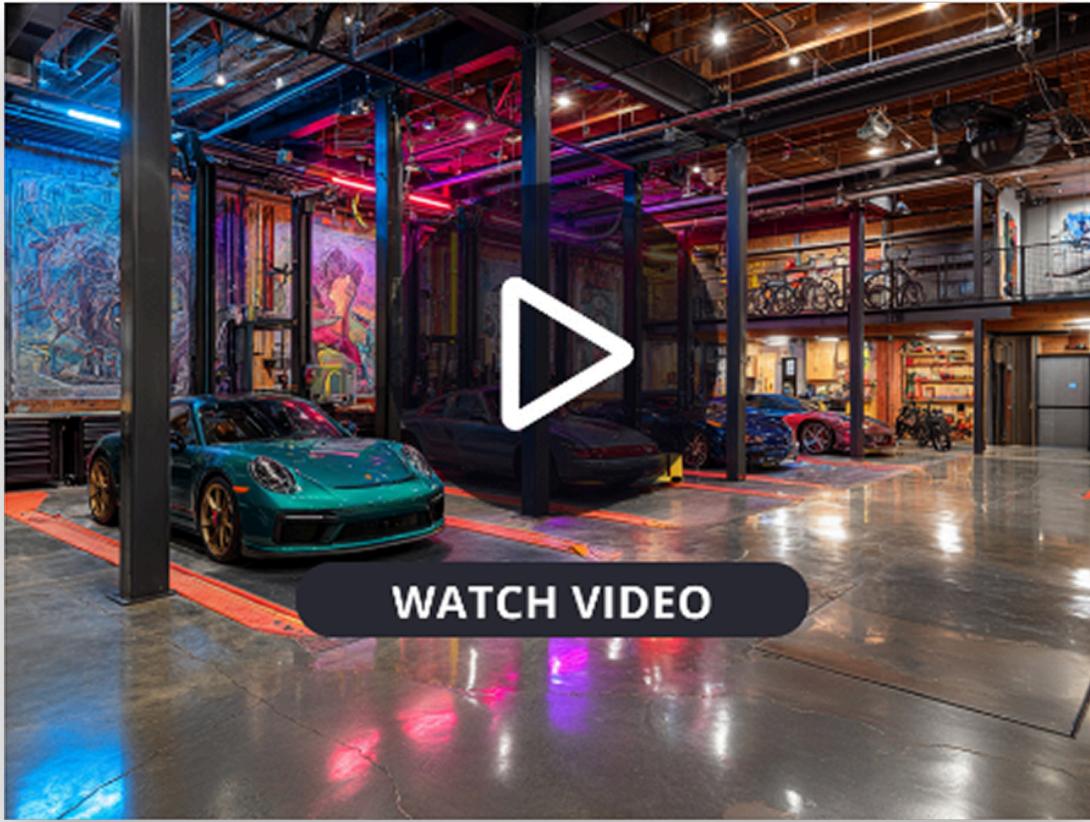
Branding is discouraged in images

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

#### Required

Video should be hosted on advertiser's YouTube channel. Please provide the URL to the video.

Sponsored by Zillow Elevate

**Elevated Architectural Retreat**

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

**7**  
beds

**10**  
baths

**6,240**  
sqft

## Listing Header

<b>"Sponsored By" Format</b>	<p>Please choose between the formats shown below</p> <ul style="list-style-type: none"> <li>• Example: Sponsored by  Zillow Elevate<sup>SM</sup></li> <li>• Example: Sponsored by Zillow Elevate</li> </ul>
<b>Logo Image</b>	<p>Required if you choose the "Sponsored by [logo]" format</p> <ul style="list-style-type: none"> <li>• Dimensions: 100 max width x 40 max height<sup>1</sup></li> <li>• Max File Size: 200k</li> <li>• Creative Types: jpeg, gif or png (no white logos)</li> </ul>
<b>Listing Title</b>	<p><b>Required</b></p> <p>Up to 30 characters</p>
<b>Price</b>	<p><b>Required</b></p> <p>Up to 20 characters</p>
<b>Bed</b>	<p><b>Required</b></p> <p>Up to 5 characters</p> <p><i>Note: The word "bed" can be customized to align with your listing. Up to 5 characters</i></p>
<b>Bath</b>	<p><b>Required</b></p> <p>Up to 5 characters</p> <p><i>Note: The word "bath" can be customized to align with your listing. Up to 5 characters</i></p>
<b>Sq Footage</b>	<p><b>Required</b></p> <p><i>Note: The word "sqft" can be customized to align with your listing. Up to 5 characters</i></p>
<b>Address Line 1</b>	<p><b>Required</b></p> <p>Up to 35 characters</p>
<b>Address Line 2</b>	<p><b>Required</b></p> <p>Up to 35 characters</p>

<sup>1</sup> Logo must be cropped as much as possible with no padding surrounding it.

<sup>2</sup> 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.

Want to include this placement in your next campaign? Please contact your assigned Zillow sales rep or email [brandadvertising@zillow.com](mailto:brandadvertising@zillow.com).





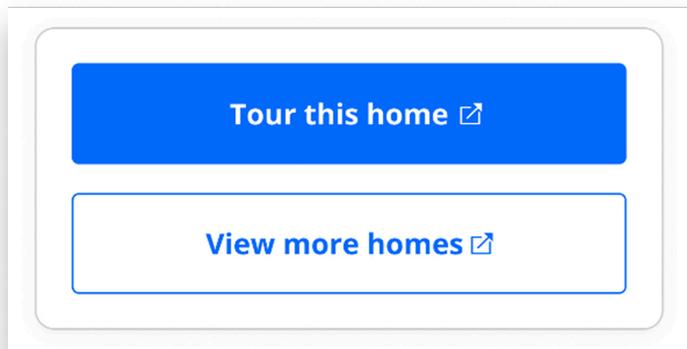
## Listing Highlights

<b>Highlight 1:</b> Zestimate	<b>Required</b> Up to 10 characters
<b>Highlight 2</b>	<b>Required</b> Icon Name: Choose from our list of <a href="#">icon options</a> Up to 20 characters
<b>Highlight 3</b>	<b>Required</b> Icon Name: Choose from our list of <a href="#">icon options</a> Up to 20 characters
<b>Highlight 4</b>	Icon Name: Choose from our list of <a href="#">icon options</a> Up to 20 characters
<b>Highlight 5</b>	Icon Name: Choose from our list of <a href="#">icon options</a> Up to 20 characters
<b>Highlight 6</b>	Icon Name: Choose from our list of <a href="#">icon options</a> Up to 20 characters
<b>Custom Icon<sup>1</sup></b>	<b>Optional</b> <ul style="list-style-type: none"><li>• Dimensions: 26 min width x 26 min height<sup>2</sup></li><li>• Max File Size: 40k</li><li>• Creative Types: svg</li><li>• HEX #2A2A33</li></ul>

<sup>1</sup>Custom listing highlight icons will always be positioned as the final highlight; limited to 1 custom icon per listing.

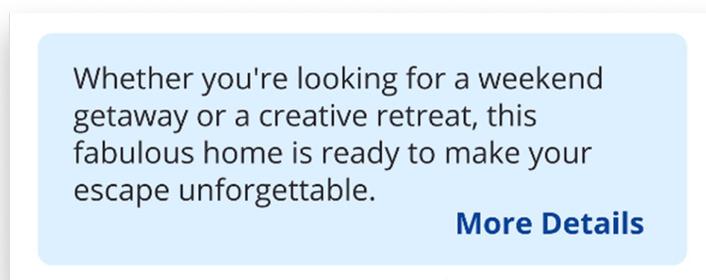
<sup>2</sup>Icon must be cropped as much as possible with no padding surrounding it. Height and width dimensions should be the same, creating a square-shaped icon.





### CTA Section

<b>CTA 1 Copy</b>	<b>Required</b> Up to 15 characters
<b>CTA 1 URL</b>	<b>Required</b>
<b>CTA 2 Copy</b>	<b>Optional</b> Up to 15 characters
<b>CTA 2 URL</b>	<b>Optional</b>



### Promo Banner (Sweepstakes Only)

<b>Promo Banner Copy</b>	Up to 115 characters, including any hyperlinked copy
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Listed by  
**Isla Merin**

## Listing Agent

### Agent Image

#### Required

- Dimensions: 64 min width x 64 min height<sup>1</sup>
- Max File Size: 40k
- Creative Types: jpeg, gif or png

### Agent Name

#### Required

Up to 20 characters

<sup>1</sup> Image must be cropped as much as possible to highlight the subject. Height and width dimensions should be the same, creating a square-shaped image.

## What's special

A visionary private estate where luxury meets imagination — this one-of-a-kind residence blends high design with playful, purpose-built spaces. From a bespoke pet spa and a kinetic garage to a tranquil infinity pool, private airplane hangar, and sculptural garden, every detail is curated for both comfort and wonder. Inside, the home reveals a symphony of custom interiors — including a tech-integrated wellness studio, immersive mood theater, and a couture-grade closet — all designed to elevate daily living into an art form.

▼ [Show more](#)

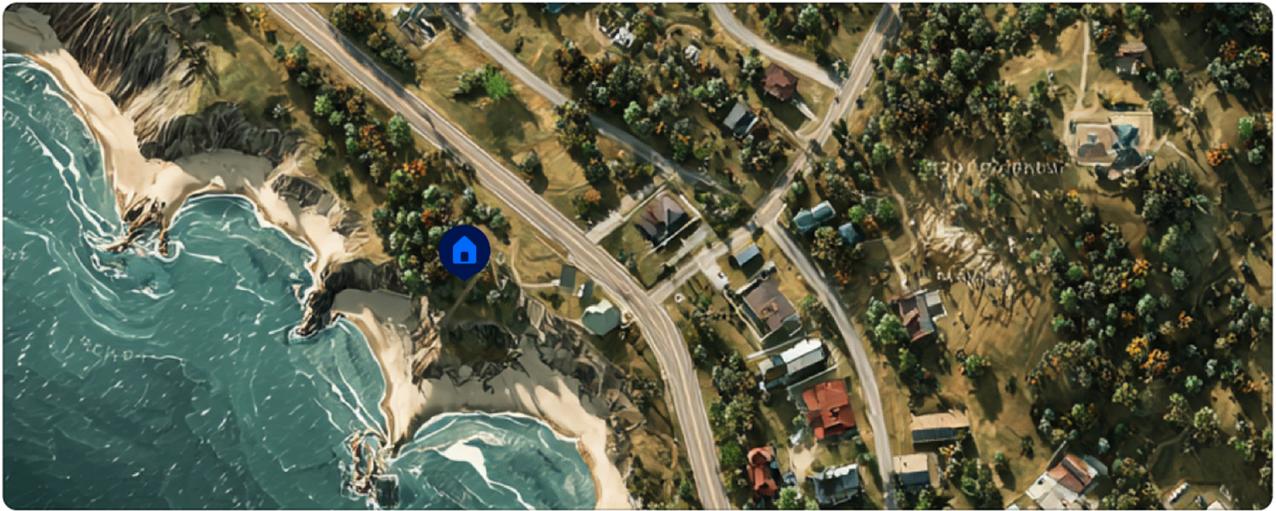
## What's Special

### What's Special Copy

#### Required

No character limit

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## Map

### Map

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

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## 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

Bring your listing to life with more details 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, etc.*

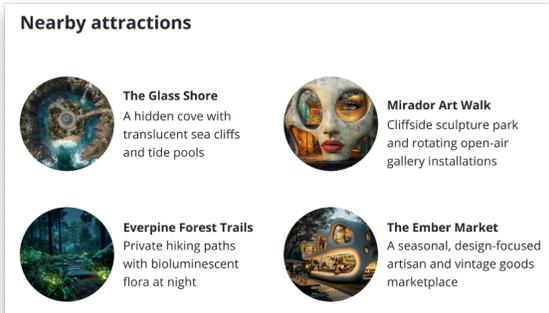
### Header 2 Section

Up to 20 characters

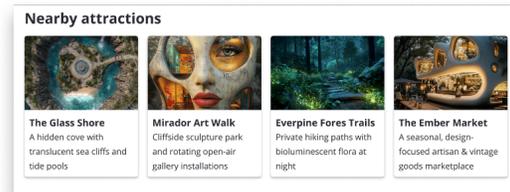
### Header 2 Details

Optional Subheader up to 25 characters  
Between 3 and 10 details  
*Examples include bedroom details, bathroom details, flooring, appliances.*

## Circular Images



## Square Images



## Custom Content Section

<b>Section Title</b>	<b>Required</b> Up to 20 characters
<b>Section Format</b>	<b>Required</b> Choose from circular or square images
<b>Image 1</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Dimensions: 125 width x 125 height</li> <li>• Max File Size: 200k</li> <li>• Creative Types: jpeg, gif or png @2x</li> </ul>
<b>Image 1 Header</b>	<b>Required</b> Up to 1 characters
<b>Image 1 Subheader</b>	<b>Required</b> Up to 55 characters
<b>Image 2</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Dimensions: 125 width x 125 height</li> <li>• Max File Size: 200k</li> <li>• Creative Types: jpeg, gif or png @2x</li> </ul>
<b>Image 2 Header</b>	<b>Required</b> Up to 1 characters
<b>Image 2</b>	<b>Required</b>

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<b>Subheader</b>	Up to 55 characters
<b>Image 3</b>	<b>Required</b> <ul style="list-style-type: none"><li>• Dimensions: 125 width x 125 height</li><li>• Max File Size: 200k</li><li>• Creative Types: jpeg, gif or png @2x</li></ul>
<b>Image 3 Header</b>	<b>Required</b> Up to 1 characters
<b>Image 3 Subheader</b>	<b>Required</b> Up to 55 characters
<b>Image 4</b>	<b>Required</b> <ul style="list-style-type: none"><li>• Dimensions: 125 width x 125 height</li><li>• Max File Size: 200k</li><li>• Creative Types: jpeg, gif or png @2x</li></ul>
<b>Image 4 Header</b>	<b>Required</b> Up to 1 characters
<b>Image 4 Subheader</b>	<b>Required</b> Up to 55 characters

