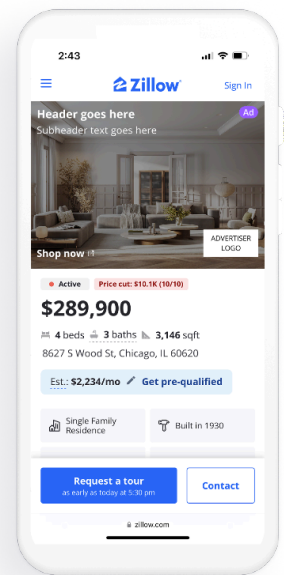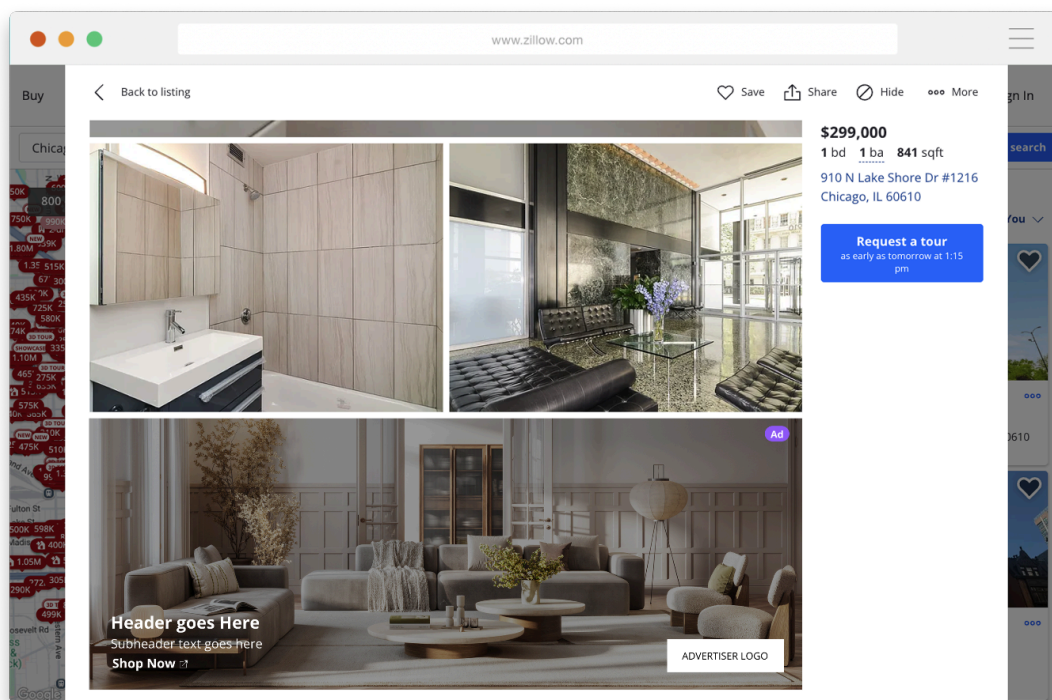# Zillow Native Photo Gallery Specs

Photo Gallery ads are central to the consumer experience, whether users are dreaming or planning a move. Showcase your brand in a premium ad slot to remain top of mind.

Want to include this placement in your next campaign? Please contact your assigned Zillow sales rep or email brandadvertising@zillow.com.

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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

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Rectangle Image:

Ad

Header goes Here
Subheader text goes here
Shop Now ↗

ADVERTISER LOGO

Banner Image:

Header goes here
Subheader text goes here

Ad

Shop now ↗

ADVERTISER
LOGO

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