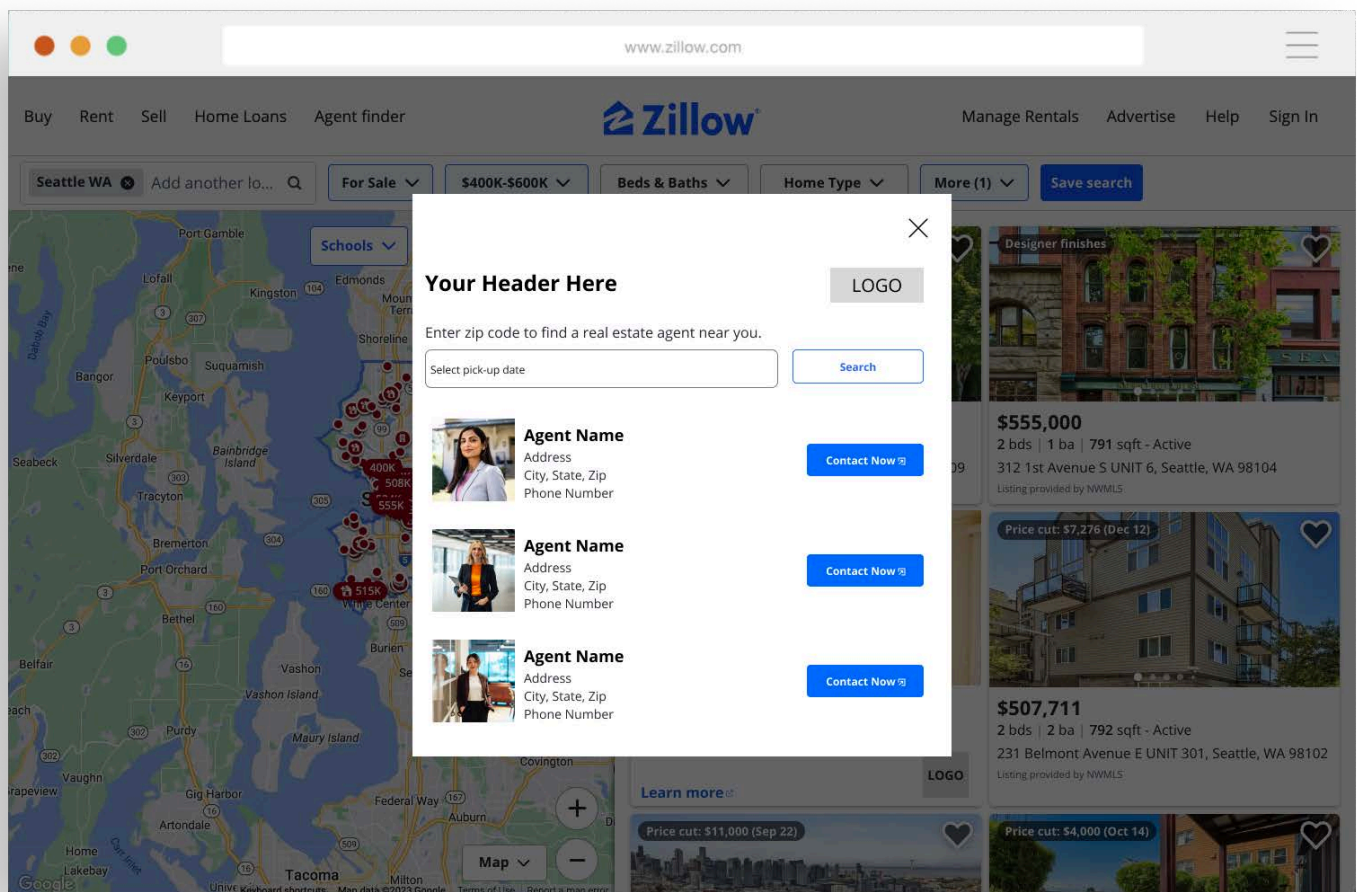# Zillow Native Search

Expandable Agent Locator Ad Specs

Take advantage of our audience's love for maps by featuring real agents in that neighborhood.

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

Zillow Elevate℠

Expandable Agent Locator Ad Unit Specs

Header Copy	**Required** Maximum 25 characters including spaces[2]
Agent Images	**Required** Agent Image: 220 width x 220 height. Optional image gallery for multiple images Max File Size: 100k Creative Types: jpeg, gif, or png Creative Restrictions: Image must not contain a logo or copy
Agent Copy	**Required** Provide CSV file with agent locations and copy
CTA	**Required** Choose from: "Contact Now", "Learn More", "Get Started"

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Zillow Elevate℠

www.zillow.com

Buy   Rent   Sell   Home Loans   Agent finder   Zillow®   Manage Rentals   Advertise   Help   Sign In

Seattle WA ⊗   Add another lo... 🔍   For Sale ⌄ $400K-$600K ⌄   Beds & Baths ⌄   Home Type ⌄   More (1) ⌄   **Save search**

Schools ⌄   Remove Boundary ✕

3D Tour

$400,000
2 bds | 1 ba | 798 sqft - Active
1800 Taylor Avenue N UNIT 310, Seattle, WA 98109
Listing provided by NWMLS

Designer finishes

$555,000
2 bds | 1 ba | 791 sqft - Active
312 1st Avenue S UNIT 6, Seattle, WA 98104
Listing provided by NWMLS

Ad

Header
Your subheader and description will go right here - up to 70 characters.
Learn more ↗   LOGO

Price cut: $7,276 (Dec 12)

$507,711
2 bds | 2 ba | 792 sqft - Active
231 Belmont Avenue E UNIT 301, Seattle, WA 98102
Listing provided by NWMLS

Price cut: $11,000 (Sep 22)   Price cut: $4,000 (Oct 14)

Map ⌄

Native Search Traffic Driver Specs

Featured Image	**Required** 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	**Required** Dimensions: 220 width x flexible height[1] Max File Size: 50k Creative Types: jpeg, gif, or png (no white logos)
Header Copy	**Required** Maximum 25 characters including spaces[2]
Subheadery Copy	**Required** Maximum 70 characters including spaces[2]
CTA	**Required** Choose from: "Visit Website", "Learn More", "Get Started"

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.

Expandable Agent Locator Ad Unit Creative Timeline

Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL Zillow Group
Lead Time	Assets due: 5 business days prior to launch date

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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