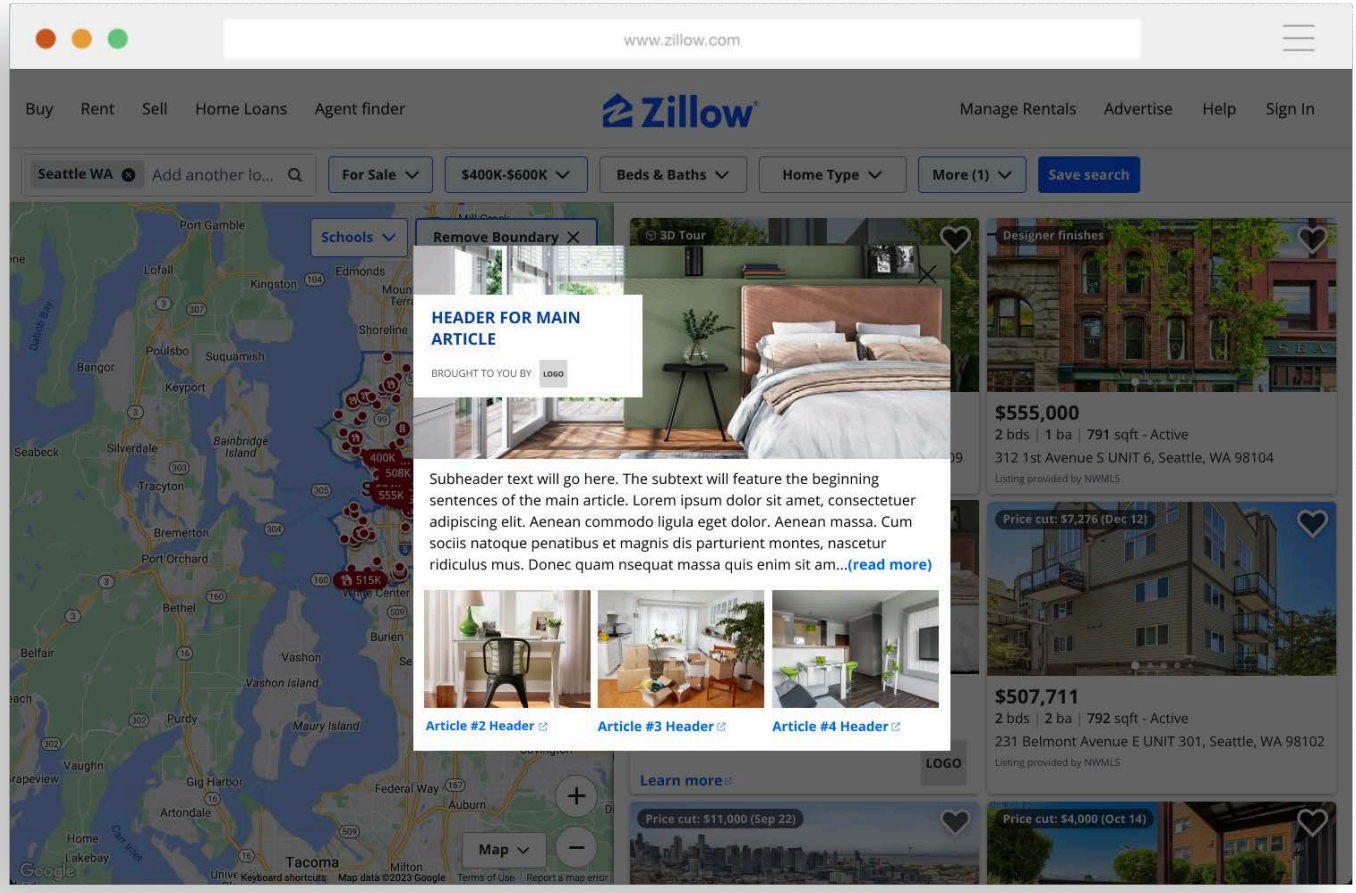
Zillow Elevate℠

Zillow Native Search

Expandable Content Guide Ad Specs

Feature your brand's most recent website and blog content to engage consumers interested in your products and services.



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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Expandable Content Guide Specs

Featured Images	**Required** Image: 1242 width x 558 height Max File Size: 100k Creative Types: jpeg, gif or png Creative Restrictions: Image must not content a logo or copy *An image is required for each article featured in the placement*
Logo Image	**Required** Dimensions: 450 width x 336 height[1] Max File Size: 50k Creative Types: jpeg, gif, or png (no white logos)
Header Copy	**Required** Maximum 25 characters including spaces[2] *A header is required for each article featured in the placement*
Assets	• Each featured item will have an active URL where the user can click out to view the full article/video/infographic • Article: Client to provide article copy and an active URL to the full article • Video: Client to provide active Youtube URL or Youtube Video ID. Maximum video length 60 seconds • Image/Infographic: Client to provide a URL to the landing page where the graphic can be downloaded

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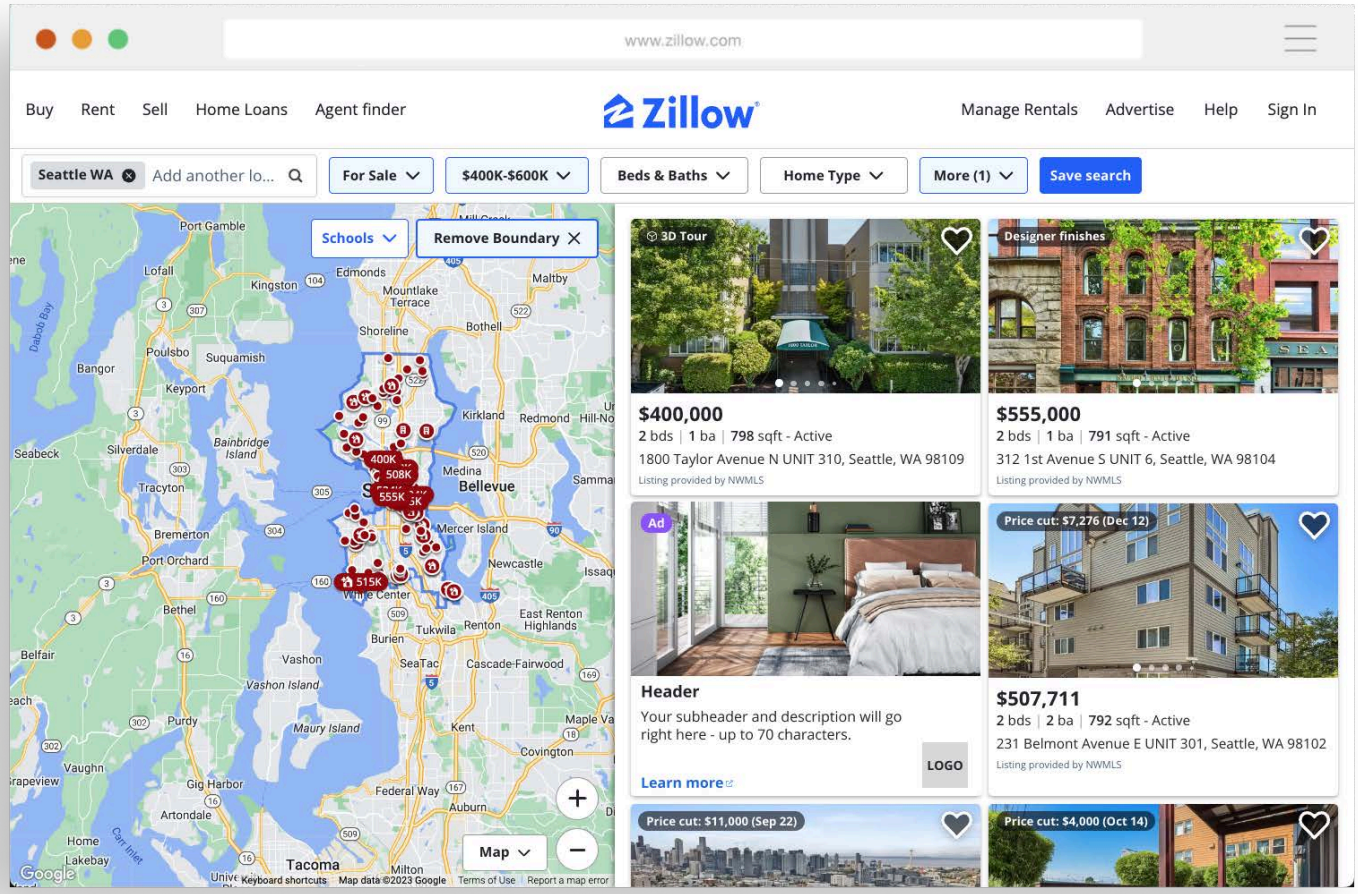

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Native Search Traffic Driver Specs

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** "Watch Video"

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 Content Guide Ad Unit Creative Timeline

Execution	Partner provides: • Featured image, logo image, header copy, subheader copy, and click through video URL • Impression tracker for expanded unit • 1 click tracker for the click to landing page
Lead Time	Kickoff call: 15 business days prior to the campaign's launch date[3] Assets due: 5 business days prior to launch date

[3] This expandable rich media unit requires additional discussions between graphic design teams and engineering to determine exact functionality and look.

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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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