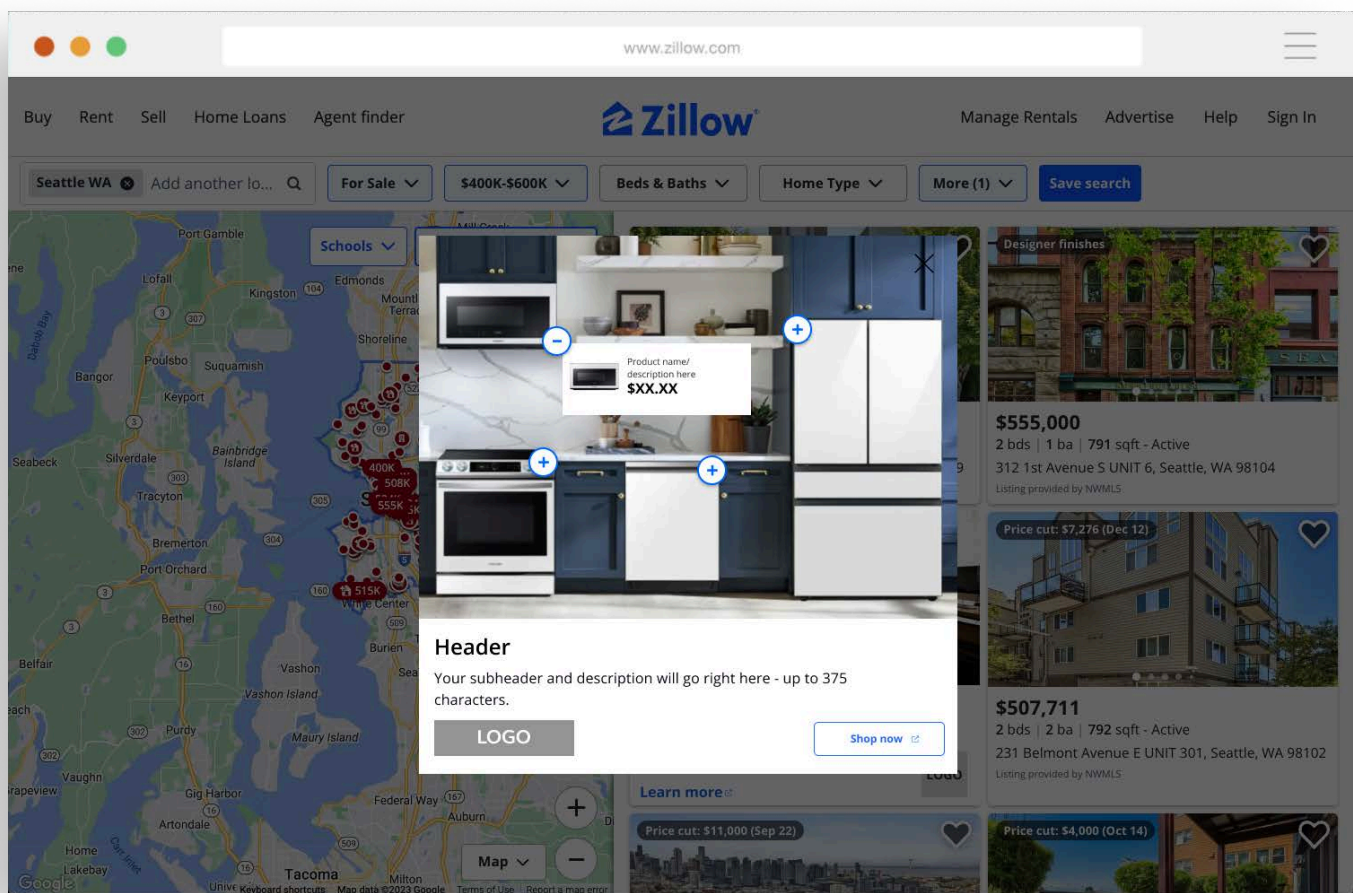


# Zillow Native Search

## Expandable Hotspot Ad Specs

Showcase your brand's product line with this lean-forward interactive experience.



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).

## Expandable Hotspot Ad Unit Specs

Featured Image	<b>Required</b> Image: 1242 width x 558 height Max File Size: 100k Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy
Logo Image	<b>Required</b> Dimensions: 450 width x 336 height <sup>1</sup> Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	<b>Required</b> Maximum 25 characters including spaces <sup>2</sup>
Subheader Copy	<b>Required</b> Maximum 70 characters including spaces <sup>2</sup>
CTA	<b>Required</b> Choose from: "Visit Website", "Learn More", "Get Started"



The screenshot displays the Zillow website interface. At the top, the navigation bar includes links for Buy, Rent, Sell, Home Loans, Agent finder, Zillow logo, Manage Rentals, Advertise, Help, and Sign In. Below the navigation bar, a search bar shows 'Seattle WA' with a dropdown menu for 'Add another lo...'. To the right of the search bar are filters for 'For Sale', '\$400K-\$600K', 'Beds & Baths', 'Home Type', 'More (1)', and a 'Save search' button. The main content area is divided into two sections. On the left is a map of Seattle and surrounding areas, with a 'Schools' dropdown and a 'Remove Boundary' button. On the right are six property listings. Each listing includes a thumbnail image, a price, a brief description of the property (e.g., '2 bds | 1 ba | 798 sqft - Active'), and the address. Some listings also feature a 'Price cut' badge indicating a recent price reduction. The bottom of the page features a dark blue background with a light blue geometric shape on the right side.

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## Native Search Traffic Driver Specs

<b>Featured Image</b>	<b>Required</b> 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
<b>Logo Image</b>	<b>Required</b> Dimensions: 220 width x flexible height <sup>1</sup> Max File Size: 50k Creative Types: jpeg, gif, or png (no white logos)
<b>Header Copy</b>	<b>Required</b> Maximum 25 characters including spaces <sup>2</sup>
<b>Subheadery Copy</b>	<b>Required</b> Maximum 70 characters including spaces <sup>2</sup>
<b>CTA</b>	<b>Required</b> 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.

<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.

## Expandable Hotspot Ad Unit Creative Timeline

<b>Execution</b>	Partner provides featured image, logo image, header copy, subheader copy, and click through URL Zillow Group
<b>Lead Time</b>	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