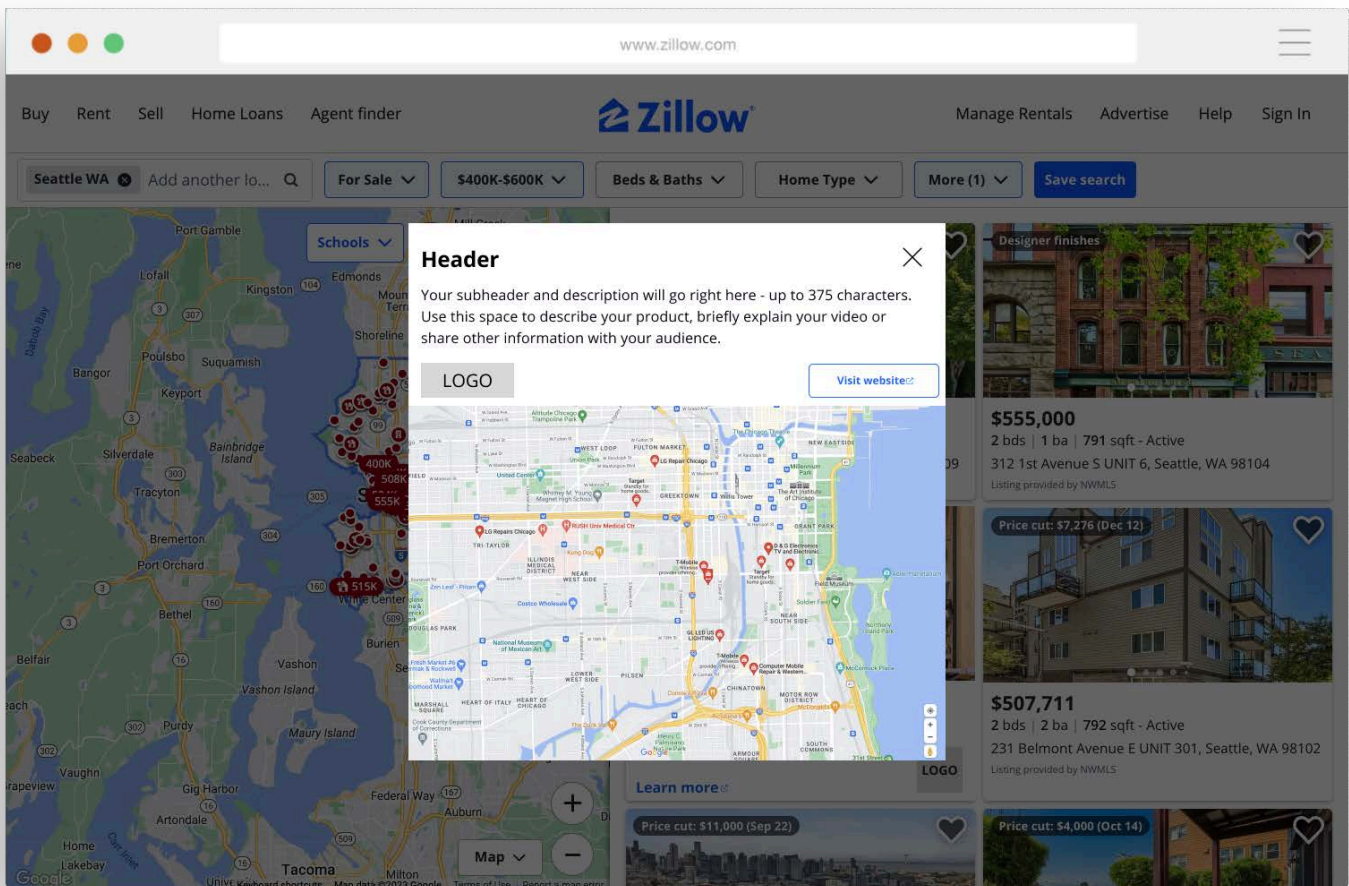


Zillow Native Search

Expandable Map Locator Ad Specs

Take advantage of our audience's love for maps by showcasing your products and services as a neighborhood amenity.



The screenshot shows a Zillow Native Search advertisement on a desktop browser. The ad is an "Expandable Map Locator Ad" featuring a map of Seattle, WA, with a red pin and a "515K" price tag. The ad is overlaid on the Zillow website interface, which includes a search bar, navigation links, and a list of property listings on the right.

Header

Your subheader and description will go right here - up to 375 characters. Use this space to describe your product, briefly explain your video or share other information with your audience.

LOGO

[Visit website](#)

Learn more

Price cut: \$11,000 (Sep 22)

Price cut: \$4,000 (Oct 14)

Price cut: \$7,276 (Dec 12)

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

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

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

Expandable Map Locator Ad Unit Specs

Map	Required CSV file, with retail location data. Location can be based on search criteria or user IP address location.
Logo Image	Required Dimensions: 240 width x 60 height ¹ Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	Required Maximum 25 characters including spaces ²
Subheader Copy	Required Maximum 375 characters including spaces ²
CTA	Required 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 location pin icon and a search button. 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 the Seattle area with various neighborhoods labeled and a 'Remove Boundary' button. On the right are several real estate listings. The first listing is for a property at 1800 Taylor Avenue N UNIT 310, Seattle, WA 98109, priced at \$400,000. The second listing is for a property at 312 1st Avenue S UNIT 6, Seattle, WA 98104, priced at \$555,000. The third listing is for a property at 231 Belmont Avenue E UNIT 301, Seattle, WA 98102, priced at \$507,711. Each listing includes a photo, price, and basic details like bedrooms, bathrooms, and square footage. There are also buttons for '3D Tour', 'Designer finishes', and 'Price cut' for some listings.

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

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.

¹Logo must be cropped as much as possible with no padding surrounding it.

²Character 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

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