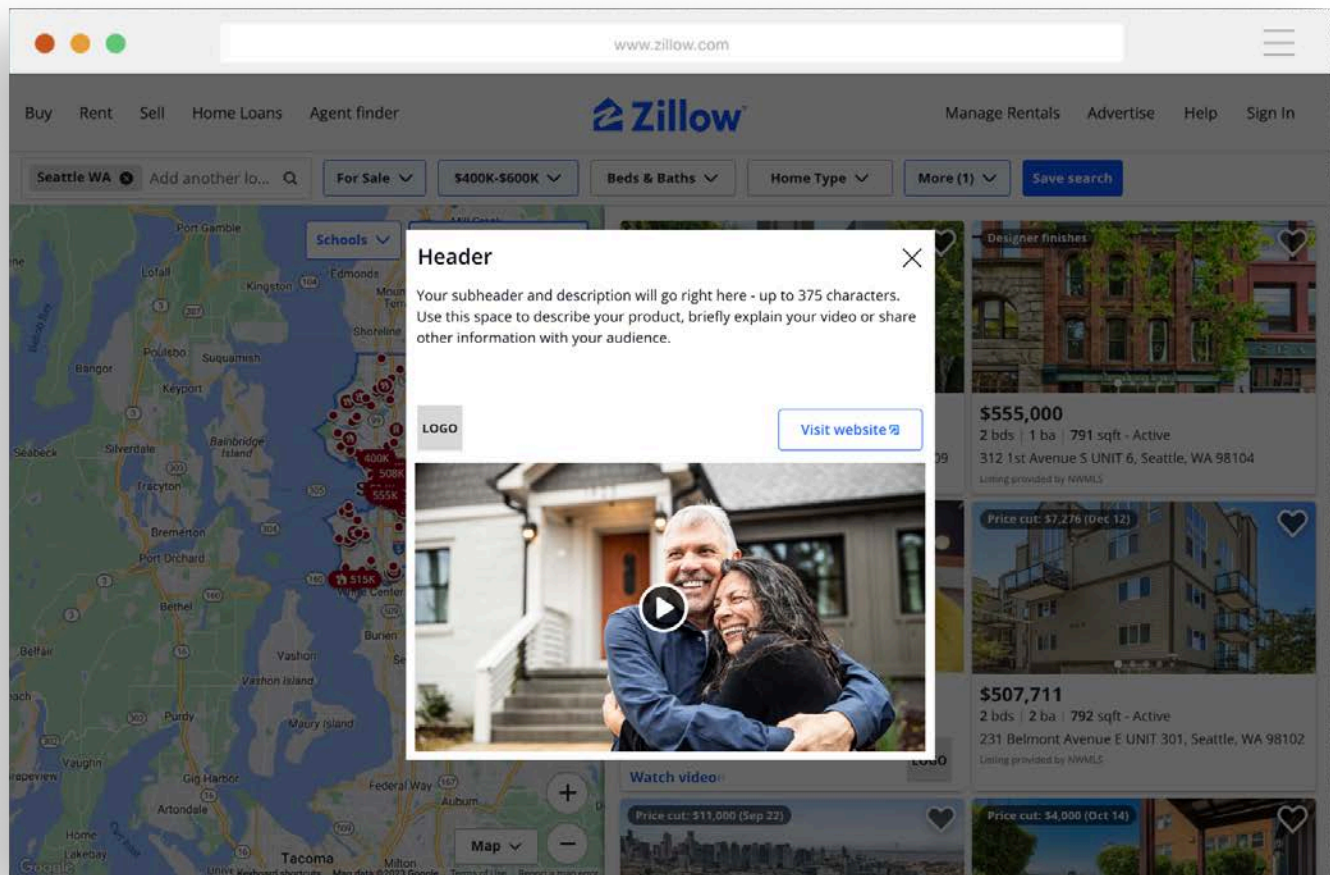


# Zillow Native Search

## Expandable Video Player Ad Specs

Tell your brand's story and entertain, educate and inspire consumers with your existing video content.



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 Video Ad Unit Specs

Featured Video	<b>Required</b> Video: active URL to YouTube video that will be pulled into the Lightbox expand panel. Recommended to provide a unique URL for tracking purposes. Maximum video length 60 seconds Image: 1120 width x 640 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
Logo Image	<b>Required</b> Dimensions: 220 width x 60 height <sup>1</sup> Max File Size: 50k Creative Types: jpeg, gif, or png
Header Copy	<b>Required</b> Maximum 25 characters including spaces <sup>2</sup>
Subheader Copy	<b>Required</b> Maximum 375 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, Manage Rentals, Advertise, Help, and Sign In. The Zillow logo is prominently displayed in the center. Below the navigation bar, a search bar is set to 'Seattle WA' with filters for 'For Sale', '\$400K-\$600K', 'Beds & Baths', 'Home Type', and 'More (1)'. A 'Save search' button is also present. The main content area is divided into two sections: a map on the left showing the Seattle area with various neighborhood labels and a 'Remove Boundary' button, and a grid of property listings on the right. The listings include images, prices, and details such as the number of bedrooms and bathrooms. For example, one listing is for \$400,000 with 2 bedrooms and 1 bathroom, located at 1800 Taylor Avenue N UNIT 310, Seattle, WA 98109. Another listing is for \$555,000 with 2 bedrooms and 1 bathroom, located at 312 1st Avenue S UNIT 6, Seattle, WA 98104. A third listing is for \$507,711 with 2 bedrooms and 2 bathrooms, located at 231 Belmont Avenue E UNIT 301, Seattle, WA 98102. The grid also includes an advertisement for a real estate agent and a listing with a price cut of \$11,000 (Sep 22).

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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> "Watch Video"

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 Video 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

