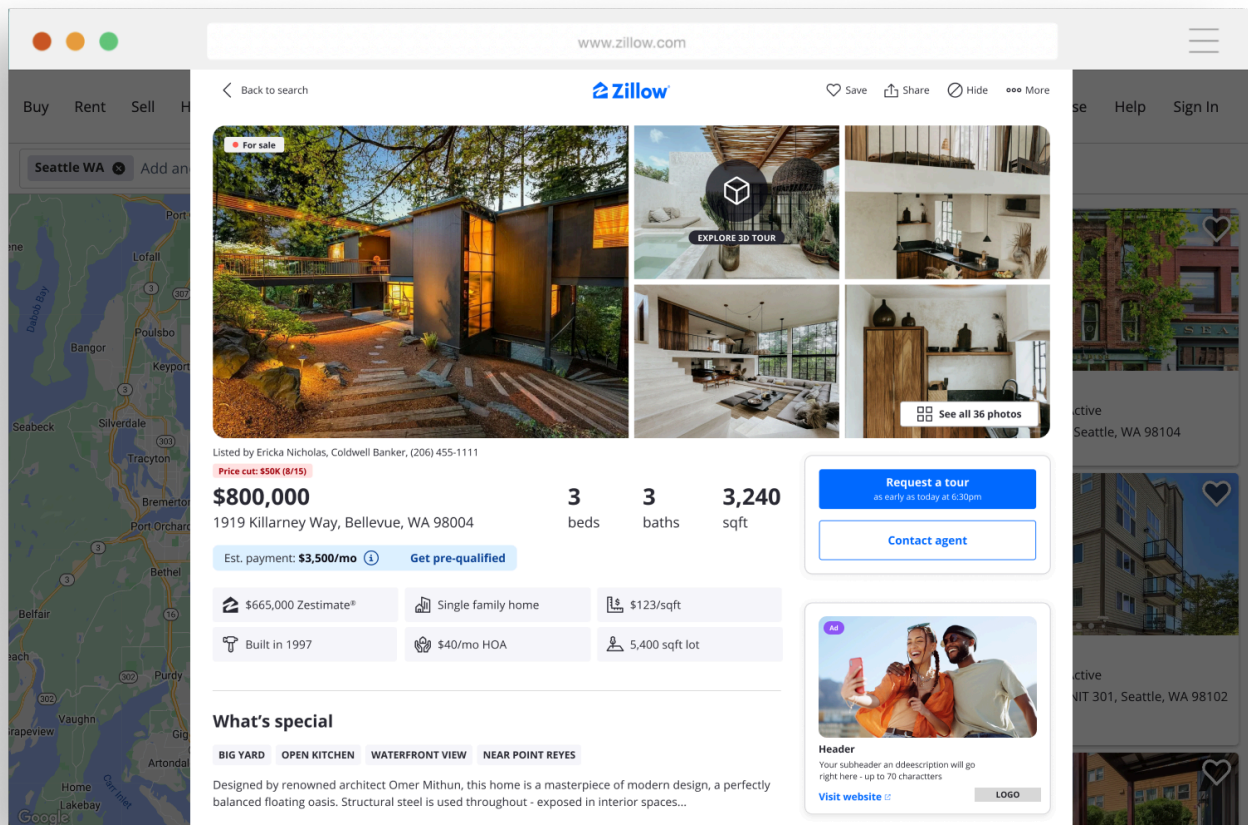


Zillow Property Ad Spec Sheet

Be seen where it matters most. Native property ads are strategically placed among high-value home information, ensuring your brand is front and center.



The screenshot shows a Zillow property listing for a modern home in Bellevue, WA. The listing includes a map, photos, price (\$800,000), and various features like 3 beds, 3 baths, and 3,240 sqft. A Zillow ad is also visible on the right side of the listing.

Property Details:

- Price:** \$800,000 (Price cut: \$50K (8/15))
- Address:** 1919 Killarney Way, Bellevue, WA 98004
- Est. payment:** \$3,500/mo
- Get pre-qualified**
- Features:**
 - \$665,000 Zestimate®
 - Single family home
 - \$123/sqft
 - Built in 1997
 - \$40/mo HOA
 - 5,400 sqft lot

What's special

BIG YARD **OPEN KITCHEN** **WATERFRONT VIEW** **NEAR POINT REYES**

Designed by renowned architect Omer Mithun, this home is a masterpiece of modern design, a perfectly balanced floating oasis. Structural steel is used throughout - exposed in interior spaces...

Ad: A Zillow ad is displayed on the right side of the listing, featuring a couple and a dog, with a header and a subheader.

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

Zillow Property Ad Unit Copy Specs

Header Copy	Required Maximum 25 characters including spaces ¹
Subheader Copy	Required Maximum 70 characters including spaces ¹
CTA	Required Choose from: "Visit Website", "Learn More", "Get Started"

Zillow Property Ad Unit Creative Specs

Logo Specs	Required Dimensions: 220 width x flexible height ² Max File Size: 50kb Creative Types: png, svg, or gif on a transparent background (no white logos)
Image Specs	Required Dimensions: 828 width x 372 height Max File Size: 100kb Creative Types: png, svg or gif on a transparent background Creative Restrictions: image must not contain a logo or copy

¹ 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.

² Logo must be cropped as much as possible with no padding surrounding it.

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

