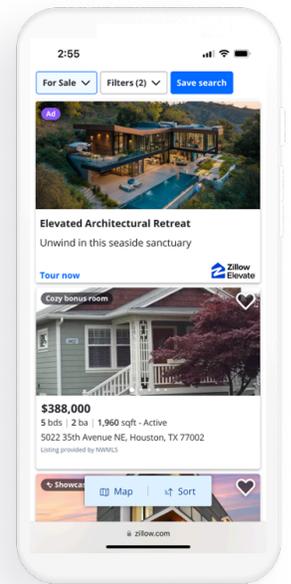
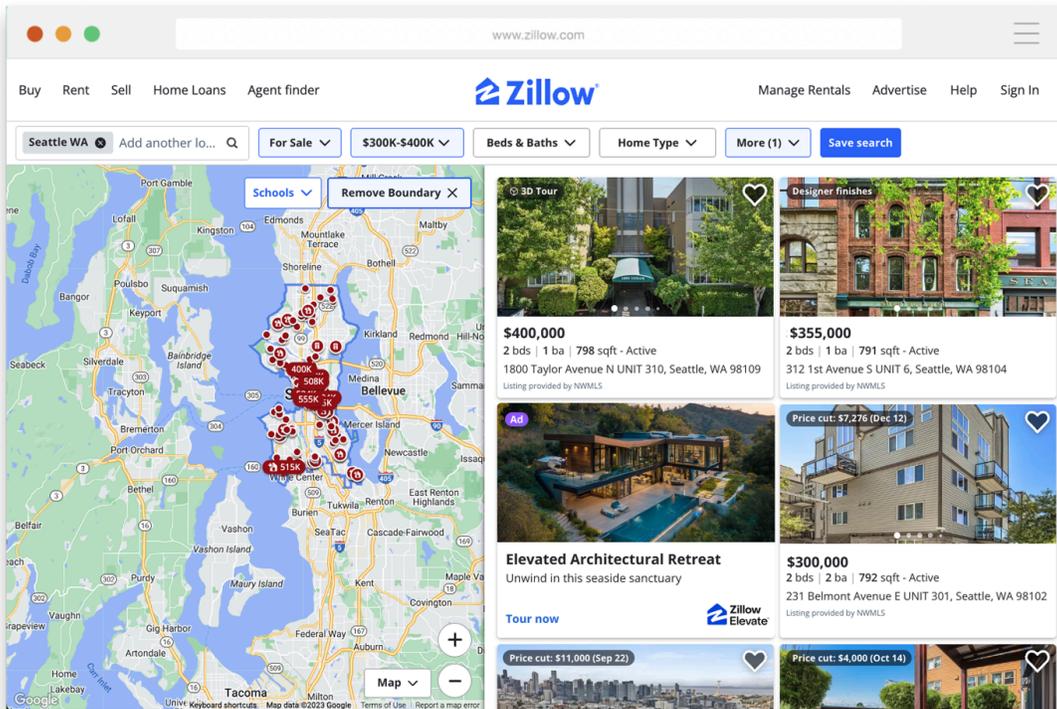


Custom Brand Listing Promotional Media Specs

Native Search



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

Native Search Ad Specs

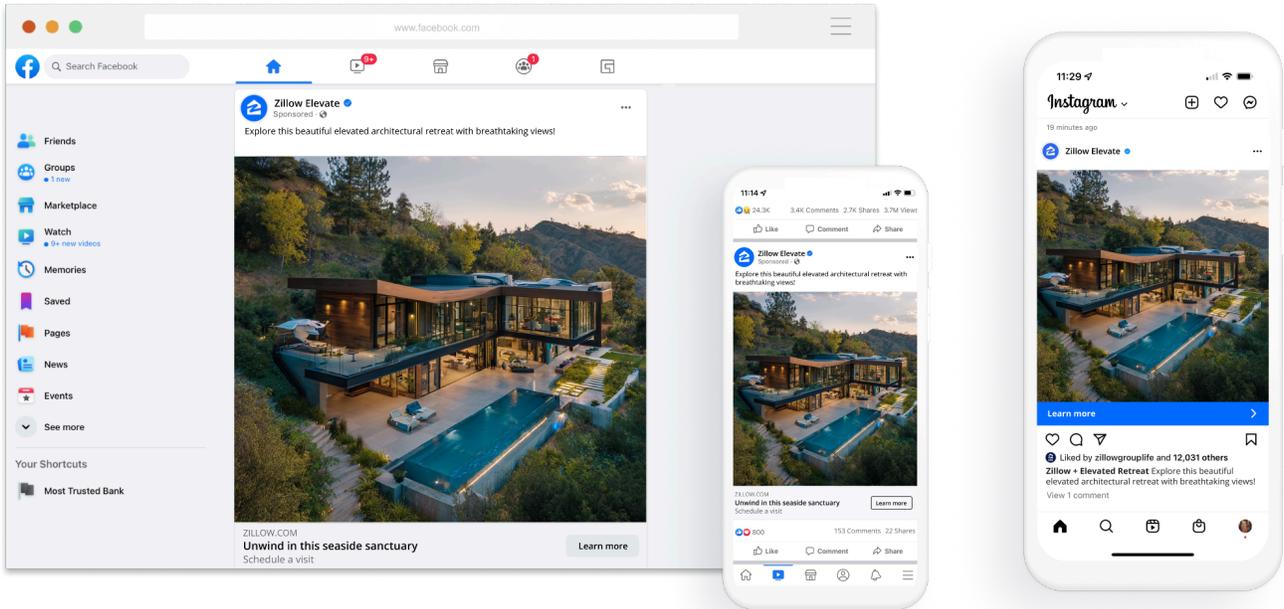
Featured Image	Required Dimensions: 828 width x 372 height Max File Size: 100k Creative Types: jpeg, gif or png Creative Restrictions: Image must not contain a logo or copy
Logo Image	Required Dimensions: 220 width x flexible height ¹ Max File Size: 50k Creative Types: jpeg, gif or png (no white logos)
Header Copy	Required Maximum 25 characters including spaces ²
Subheader Copy	Required Maximum 70 characters including spaces ²
CTA	Required Choose from: "Visit Page", "Learn More", "Get Started"
Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL to Zillow Group

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.

Meta Boost Ads: Facebook and Instagram In-Feed



Facebook and Instagram In-Feed Ad Specs

Featured Image	<p>Required</p> <p>Ratio: 1.91:1 to 1:1</p> <p>Dimensions: At least 1080 x 1080 px</p> <p>Max File Size: 30MB</p> <p>Creative Types: jpeg or png</p>
Primary Copy	<p>Required</p> <p>Maximum 125 characters including spaces</p>
Header Copy	<p>Required</p> <p>Maximum 27 characters including spaces</p>
Description Copy	<p>Required</p> <p>Maximum 27 characters including spaces</p>
Execution	<p>Partner provides featured image, primary copy, header copy and description copy to Zillow Group</p>

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



Meta Boost Ads: Facebook and Instagram Stories



Facebook and Instagram Stories Ad Specs

Featured Image or Video	Required Ratio: 9:16 Dimensions: At least 1080 x 1080 px ¹ Max File Size: 30MB Creative Types: jpeg or png
Header Copy	Required Maximum 40 characters including spaces
Execution	Partner provides featured image to Zillow Group. Image should include any overlaying copy

¹For the featured image, consider leaving 250 pixels of the top and bottom without text and logos to avoid covering these key elements with the call-to-action.

Promotional Media: Buzz Email

Hero

Zillow

Elevated architectural retreat

Looking for peace & tranquility? Unwind in this seaside sanctuary with Zillow Elevate.

[Tour Now](#)

What's trending

Your storage, elevated

Discover smart, stylish storage for every room in your home with Closet World.

[Get organized →](#)

Is that included?

Five surprising things that may not come with the house - unless they're in writing.

[Get specific →](#)

Your home, your way

Learn how to decorate your new space for both style and function.

[Learn more →](#)

Secondary

This week's obsession

Color science

New color, new mood. An expert shares the best hues for every room.

[Grab a paint brush →](#)

Welcome to a brand new home

A home that's yours from the start

Filter by new construction and explore floor plans, builder reviews and more.

[Start searching](#)

Obsession

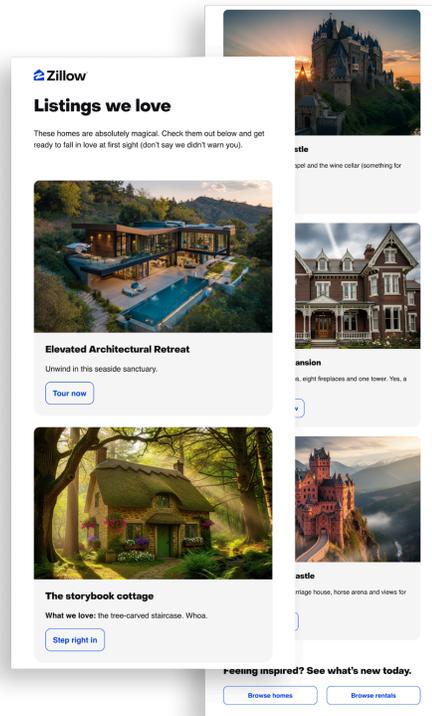
Highlights

Buzz Email Specs

Featured Image	Required Dimensions Hero: 1200 x 800 px Secondary/Obsession: <ul style="list-style-type: none">• 504 px width x 464 px height (desktop)• 656 px width x 364 px height (mobile) Highlights: <ul style="list-style-type: none">• 504 px width x 624 px height (desktop)• 656 px width x 404 px height (mobile) Creative Types: jpeg or png
Section Headline	Required (Highlight Placement Only) Maximum 25 characters including spaces
Header Copy	Required Hero, Secondary, & Obsession: Maximum 25 characters including spaces Highlights: Maximum 35 characters including spaces
Subheader Copy	Required Hero: Maximum 175 characters including spaces Secondary, Obsession, & Highlights: Maximum 65 characters including spaces
CTA Copy	Required Maximum 15 characters including spaces
CTA URL	Required Link to CBL



Promotional Media: Listings We Love



Listings We Love Email Specs

Featured Image	Required Dimensions: 504 x 322 px (desktop); 328 x 211 px (mobile) Creative Types: jpeg or png
Header Copy	Required Maximum 25 characters including spaces
Subheader Copy	Required Maximum 80 characters including spaces
CTA Copy	Required Maximum 15 characters including spaces
CTA URL	Required Link to CBL

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

