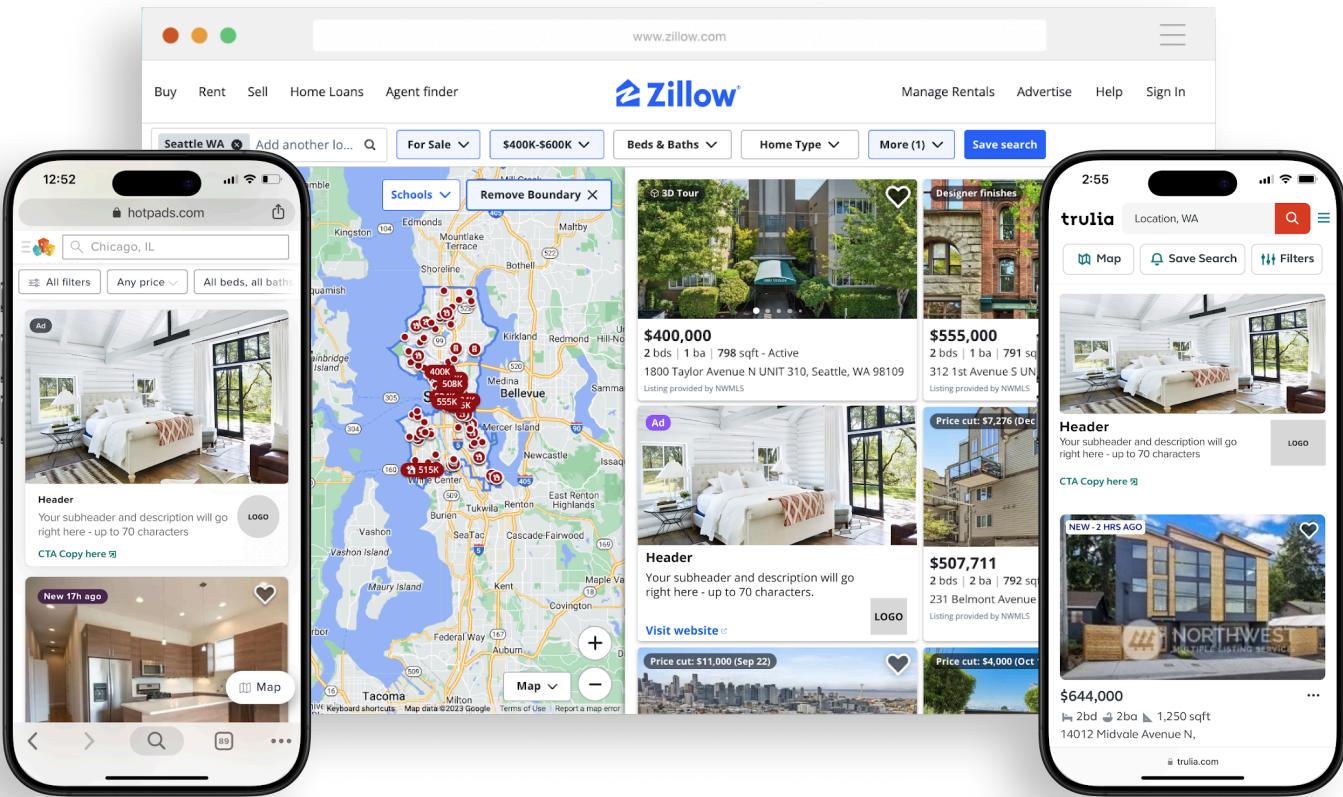


# Zillow Group Native Search Ad Specs

Increase awareness with Zillow Group's top-funnel audience as they scroll through the search feed looking for a place to call home.



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).

## Native Search Ad Unit Specs

Featured Image	<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
Logo Image	<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)
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"

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.

## Native Search Ad Unit Creative Timeline

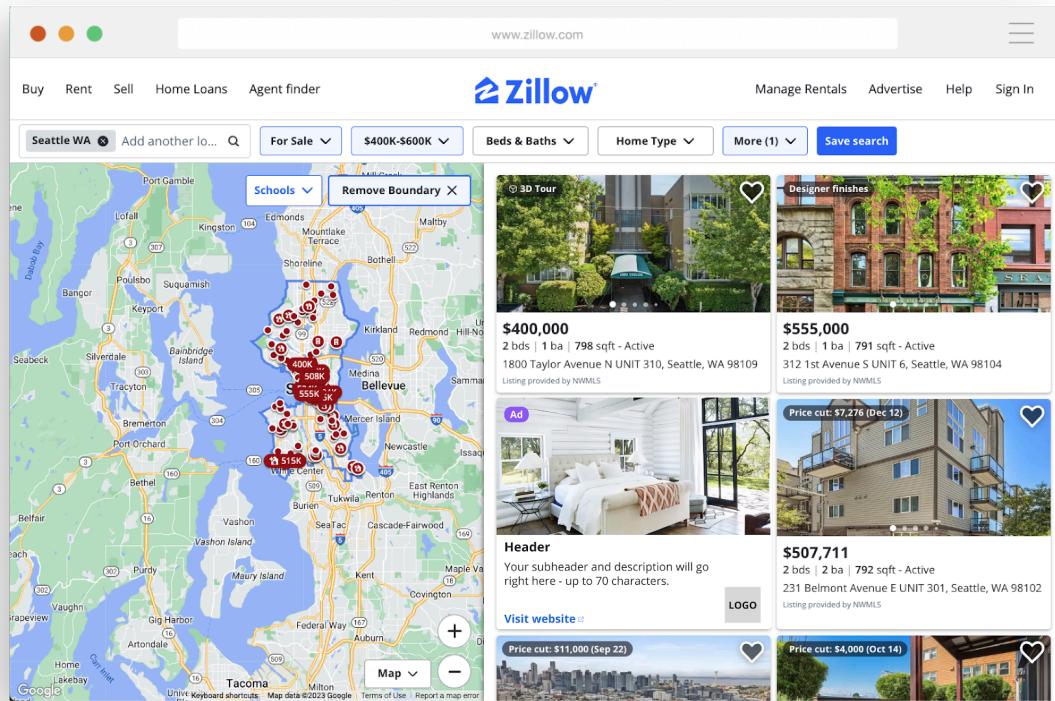
Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL Zillow Group
Lead Time	Assets due: 5 business days prior to launch date

### Tips for saving images:

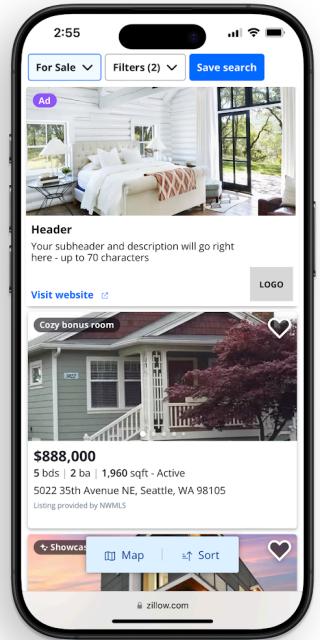
- Always save images at the highest quality possible (within the specified file size)
- PNG files tend to be higher in size so if you're having trouble keeping the image under the specified file size, try saving it as a jpg at a high resolution
- When saving an image to our spec sizes, do not size and image up and save it, this will cause your image quality to go down

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## Zillow Ad Unit:



The screenshot shows the Zillow search interface. At the top, there are filters for 'Buy', 'Rent', 'Sell', 'Home Loans', and 'Agent finder'. The search bar shows 'For Sale' and a price range of '\$400K-\$600K'. Below the search bar is a map of Seattle and surrounding areas, with red dots indicating property locations. A 'Schools' dropdown menu is open. To the right of the map are several property cards. The first card is for a house in Seattle, WA, priced at \$400,000. The second card is for an apartment in Seattle, WA, priced at \$555,000. The third card is for a house in Seattle, WA, priced at \$507,711. The fourth card is for an apartment in Seattle, WA, priced at \$888,000. Each card includes a thumbnail image, price, and a brief description.



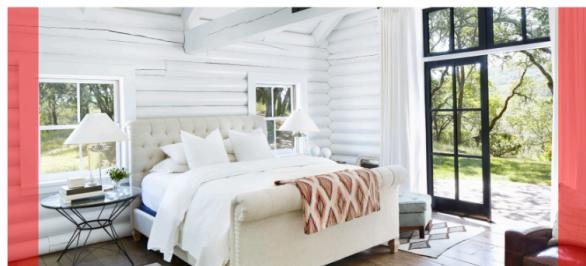
Below is a preview of how your image will be cropped in the search results ad.

\*Note that the width varies depending on browser width and screen size, but this gives a general idea of where your main content should be contained to.



Image sized at 828px X 372px

Area in  
red will  
be  
cropped  
→  
Left ~5%

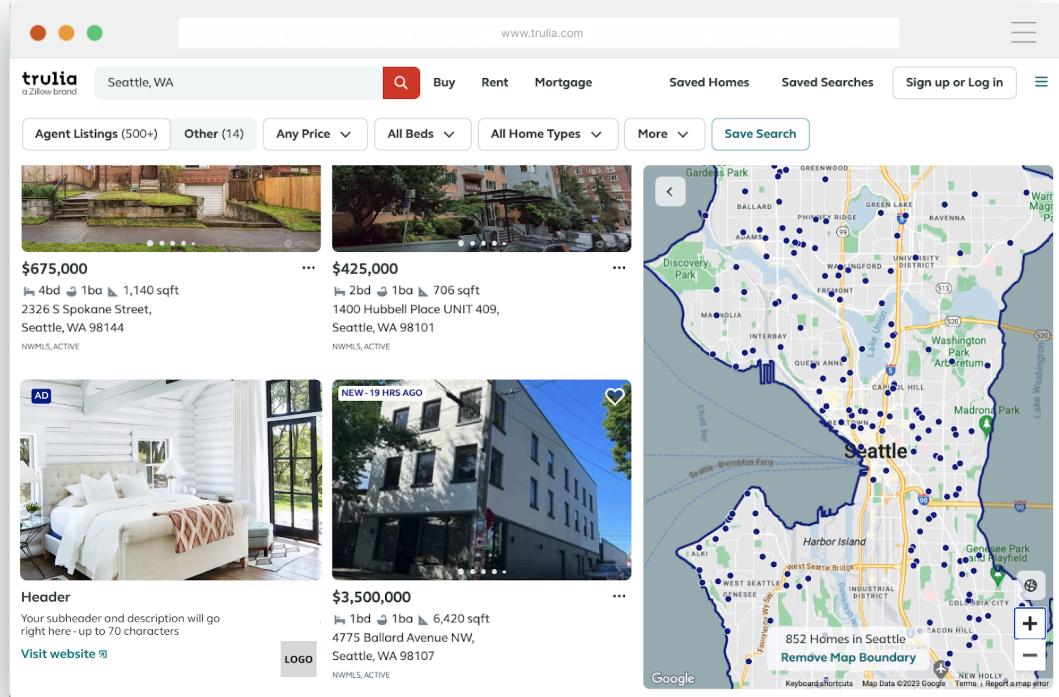
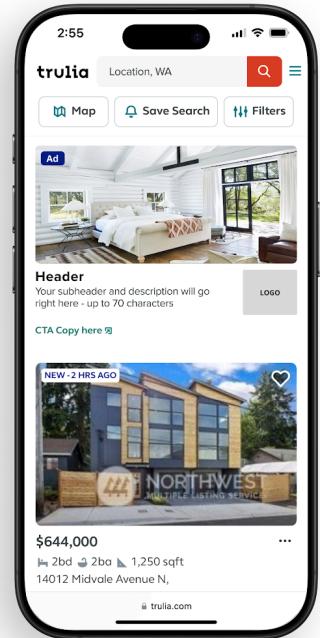


Safe area in the middle ~90%

Area in  
red will  
be  
cropped  
←  
Right ~5%

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## Trulia Ad Unit:

Below is a preview of how your image will be cropped in the search results ad.

\*Note that the width varies depending on browser width and screen size, but this gives a general idea of where your main content should be contained to.

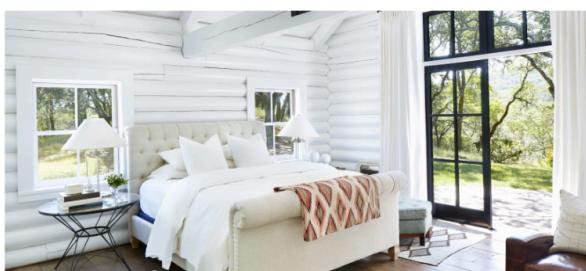


Image sized at 828px X 372px

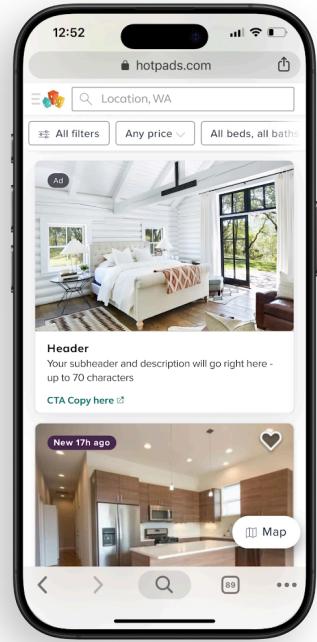
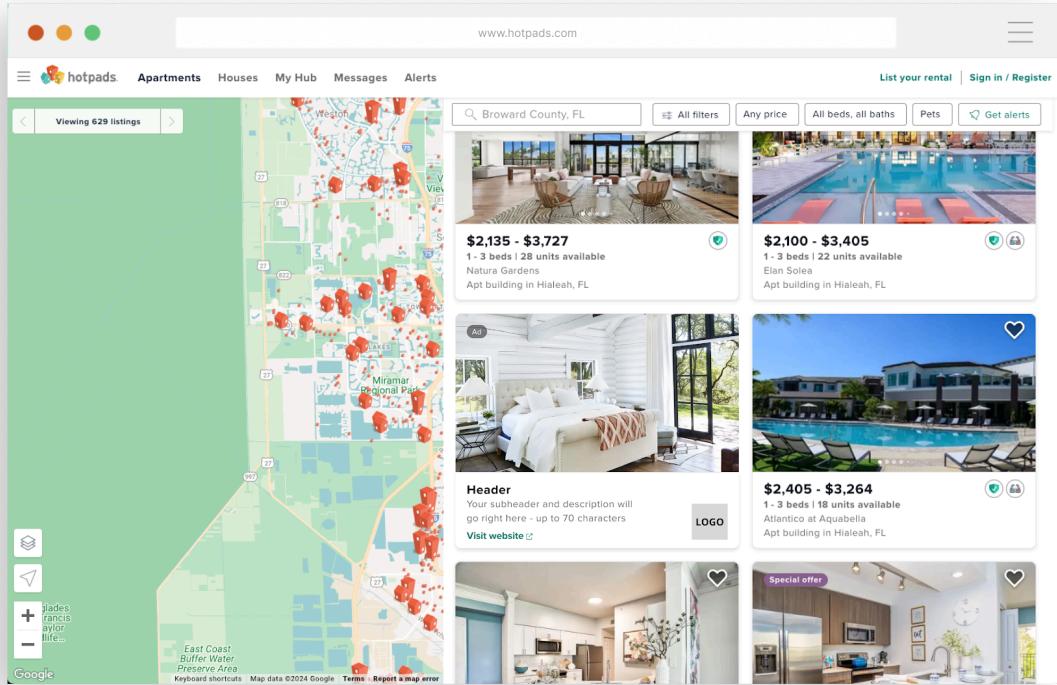
Area in  
red will be  
cropped  
Left ~15%



Area in  
red will be  
cropped  
Right ~15%

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).

## Hotpads Ad Unit:



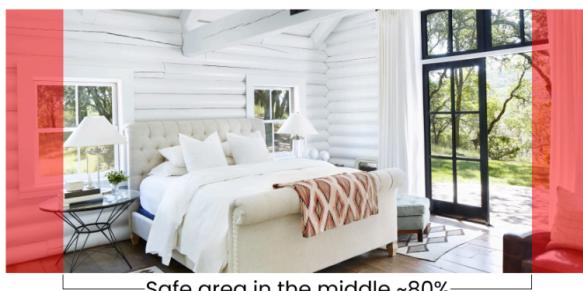
Below is a preview of how your image will be cropped in the search results ad.

\*Note that the width varies depending on browser width and screen size, but this gives a general idea of where your main content should be contained to.



Image sized at 828px X 372px

This area  
will be  
cropped  
Left ~10%



This area  
will be  
cropped  
Right ~10%

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).