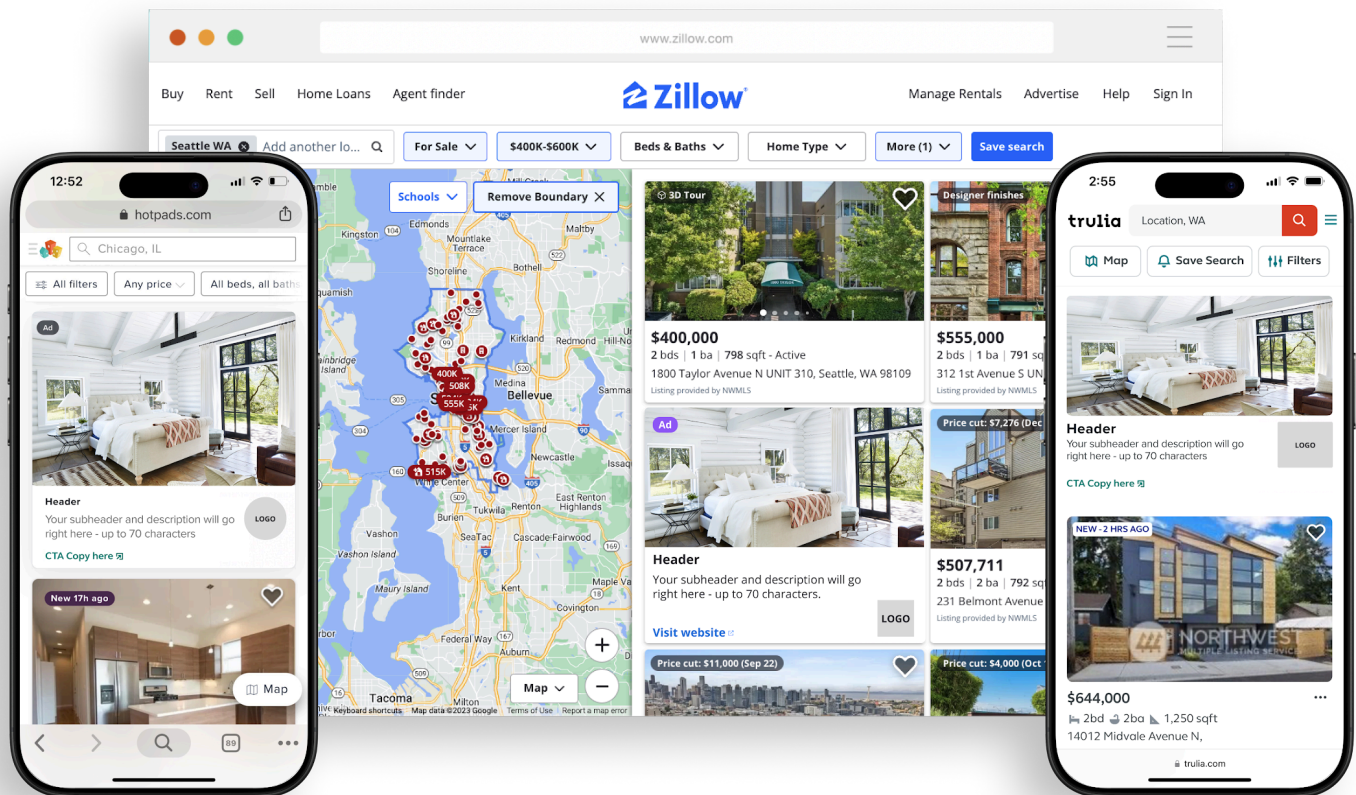


Zillow Group Native Search Ad Specs

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.

Native Search Ad Unit 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.

Native Search Ad Unit Creative Timeline

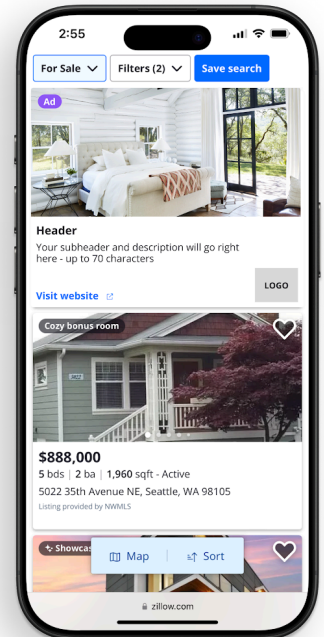
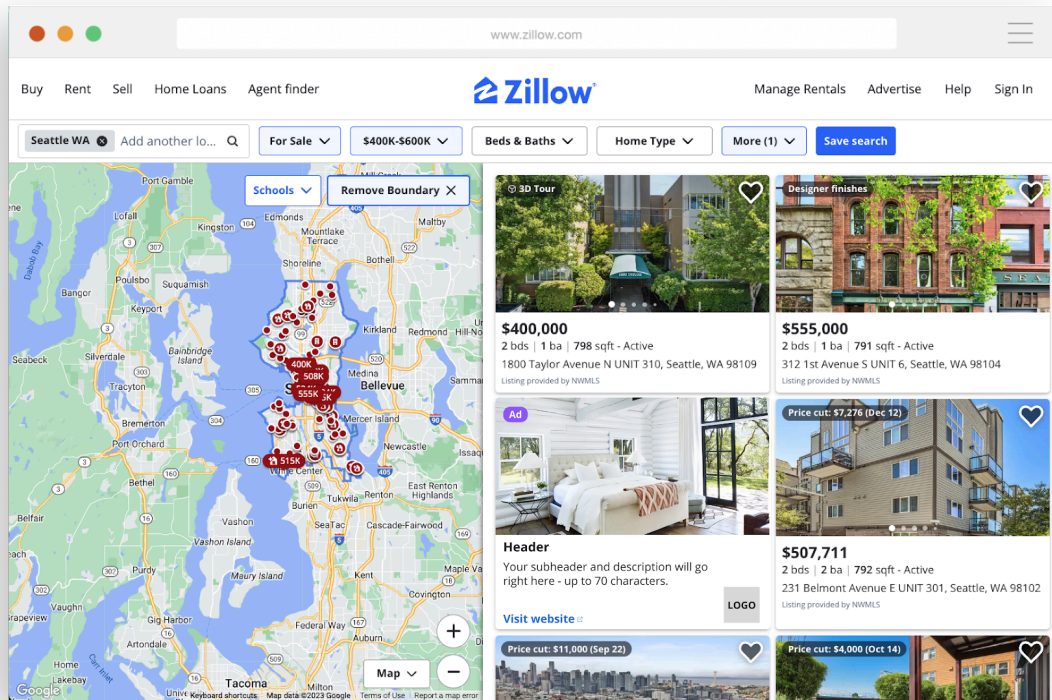
Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL Zillow Group
Lead Time	Assets due: 5 business days prior to launch date

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



Zillow 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.

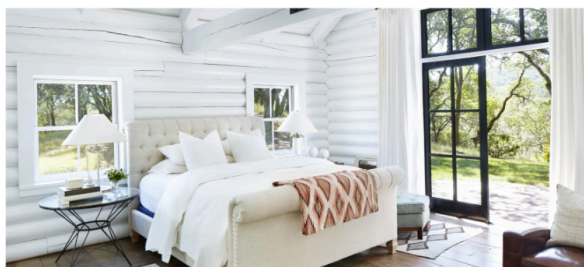
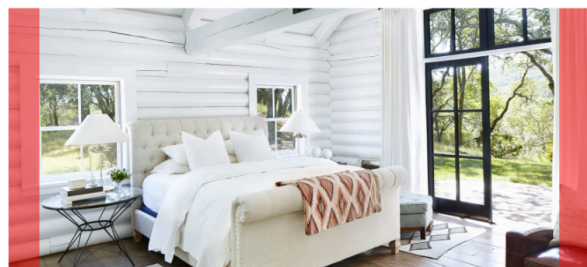


Image sized at 828px X 372px

Area in red will be cropped
Left ~5%

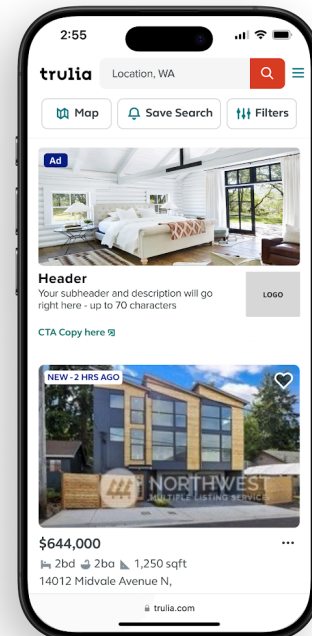
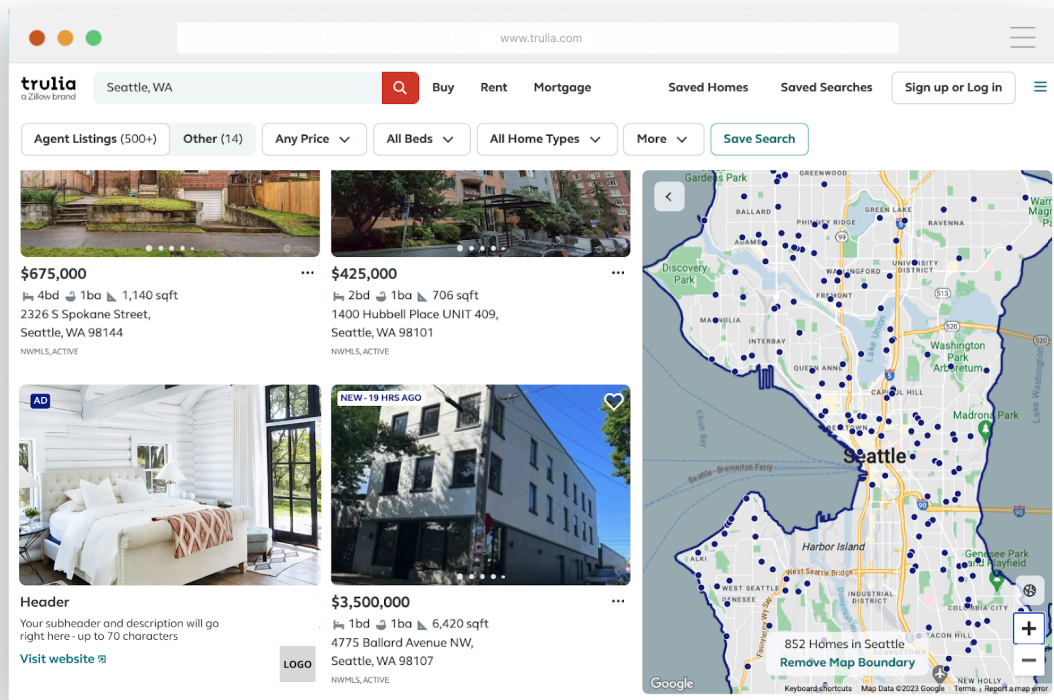


Safe area in the middle ~90%

Area in red will be cropped
Right ~5%

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

Trulia Ad Unit:



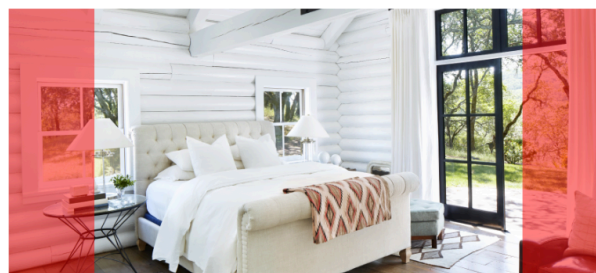
Below is a preview of how your image will be cropped in the search results ad.

*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%

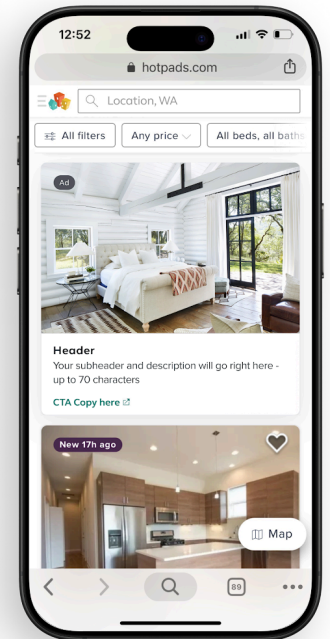
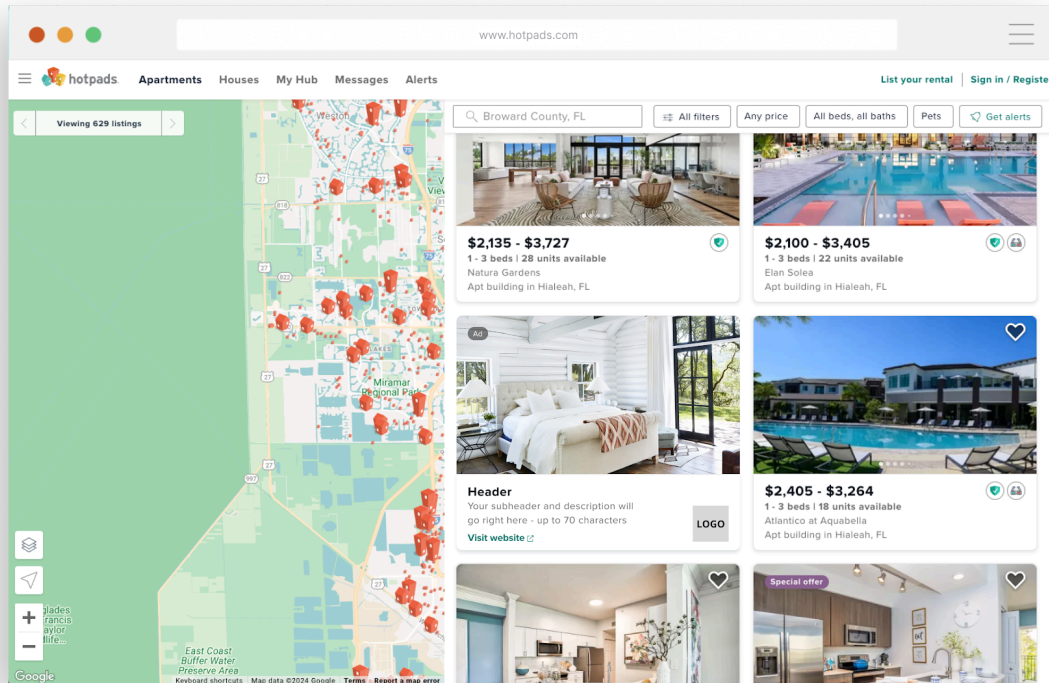


Area in
red will be
cropped
Right ~15%

Safe area in the middle ~70%

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

Hotpads Ad Unit:



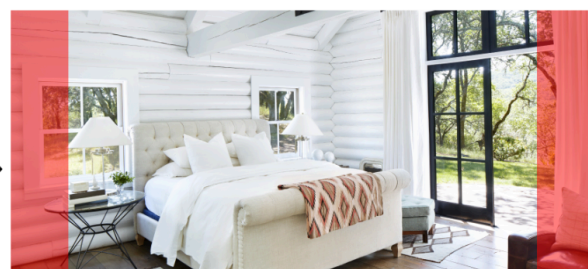
Below is a preview of how your image will be cropped in the search results ad.

*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%



Safe area in the middle ~80%

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.