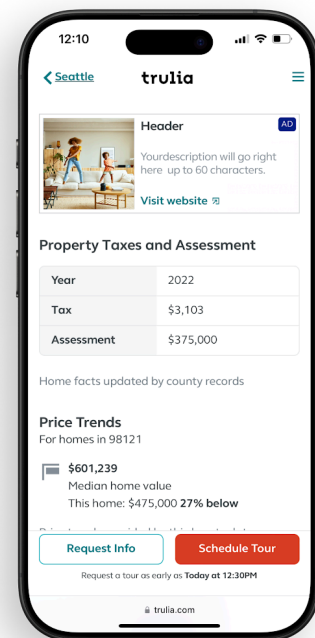
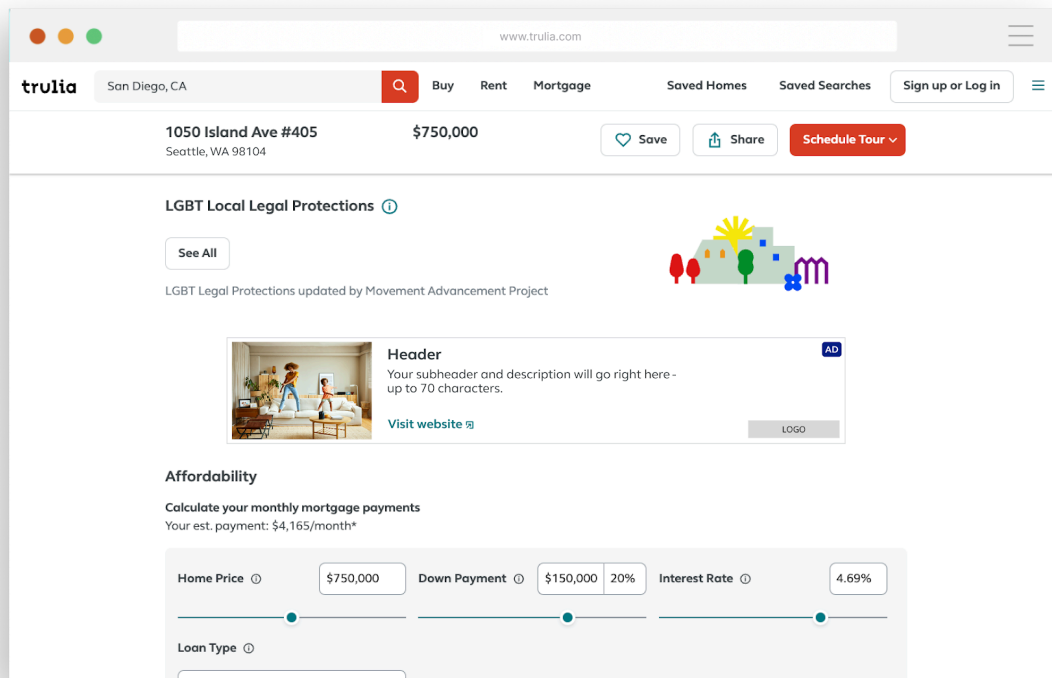


# Trulia Native Property Ad Specs

Drive consideration by showcasing your brand's offers & services while home seekers plan their move and evaluate your needs.



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 Property Ad Unit Specs

Featured Image	<b>Required</b> Desktop Dimensions: 828 width x 372 height Mobile Dimensions: 390 width x 390 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"

<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 Property Ad Unit Creative Timeline

Execution	Partner provides featured image, logo image, header copy, subheader copy, and click through URL to 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

