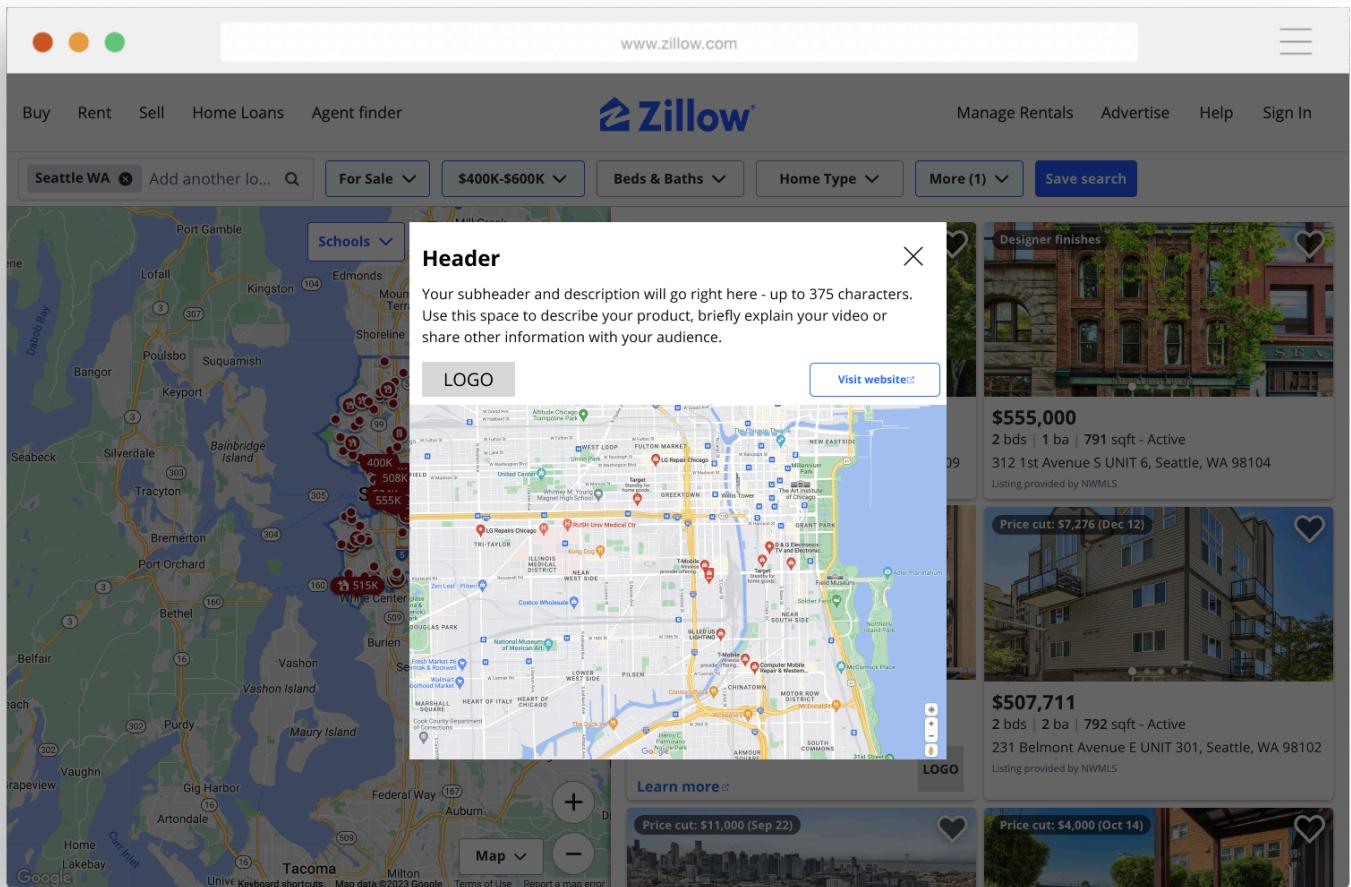


Zillow Native Search

Expandable Map Locator Ad Specs

Take advantage of our audience's love for maps by showcasing your products and services as a neighborhood amenity.



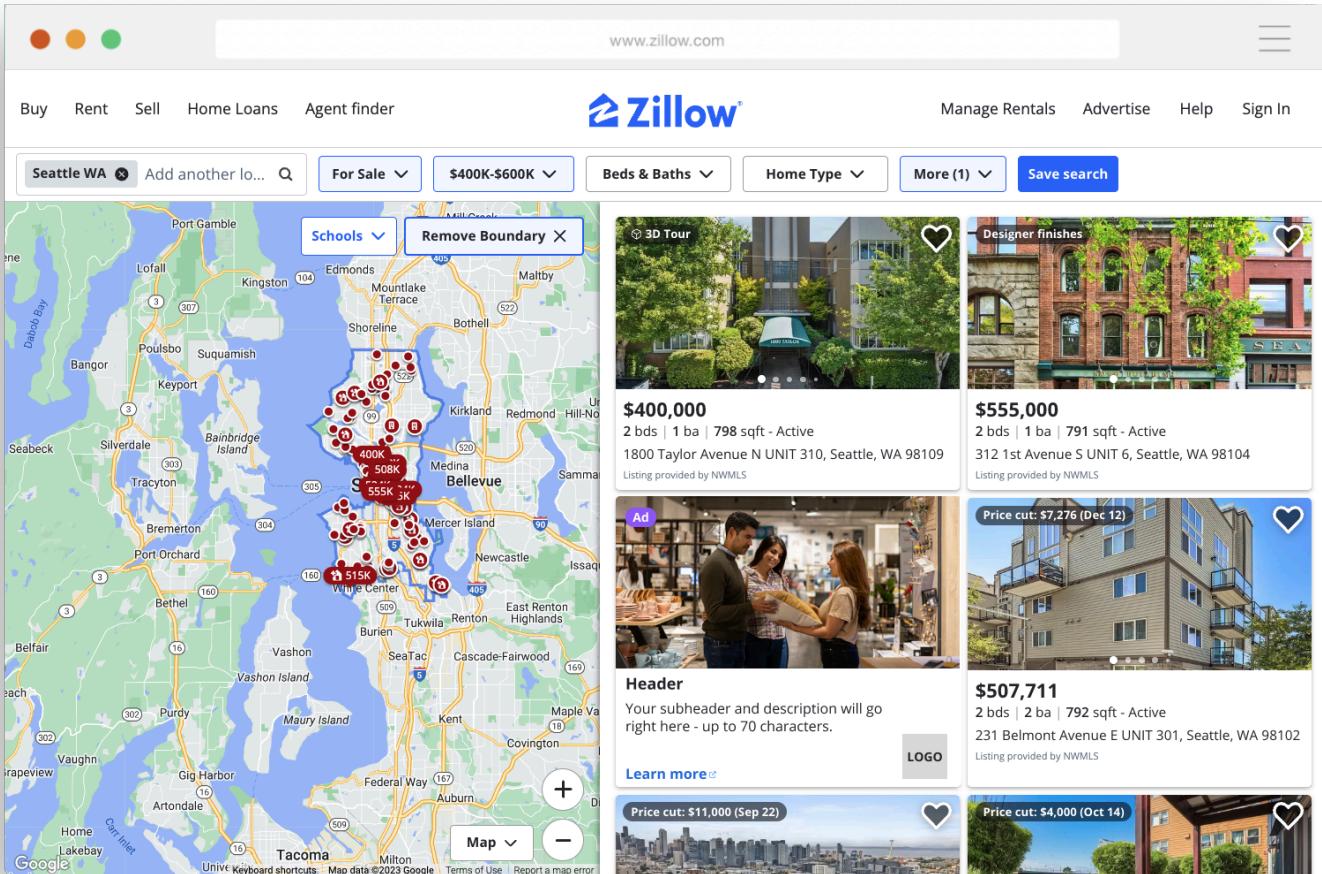
Want to include this placement in your next campaign? Please contact your assigned Zillow sales rep or email brandadvertising@zillow.com.

Expandable Map Locator Ad Unit Specs

Map	Required CSV file, with retail location data. Location can be based on search criteria or user IP address location.
Logo Image	Required Dimensions: 240 width x 60 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 375 characters including spaces ²
CTA	Required Choose from: "Visit Website", "Learn More", "Get Started"

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The screenshot shows the Zillow website interface. At the top, there are navigation links for 'Buy', 'Rent', 'Sell', 'Home Loans', and 'Agent finder'. The Zillow logo is in the center, followed by 'Manage Rentals', 'Advertise', 'Help', and 'Sign In'. Below the header, a search bar includes 'Seattle WA' (with an 'X' to clear), 'Add another lo...', a search icon, 'For Sale' (with a dropdown arrow), '\$400K-\$600K' (with a dropdown arrow), 'Beds & Baths' (with a dropdown arrow), 'Home Type' (with a dropdown arrow), 'More (1)' (with a dropdown arrow), and a 'Save search' button. To the left is a map of Seattle and surrounding areas, with a red boundary highlighting a specific area. Overlaid on the map are several red circular markers with price tags: '\$400K', '\$508K', '\$555K', '\$3K', '\$15K', '\$400,000', '\$555,000', '\$507,711', and '\$11,000 (Sep 22)'. To the right of the map are several property listing cards. The first listing is for a \$400,000 2 bds | 1 ba | 798 sqft - Active unit at 1800 Taylor Avenue N UNIT 310, Seattle, WA 98109. The second listing is for a \$555,000 2 bds | 1 ba | 791 sqft - Active unit at 312 1st Avenue S UNIT 6, Seattle, WA 98104. The third listing is for a \$507,711 2 bds | 2 ba | 792 sqft - Active unit at 231 Belmont Avenue E UNIT 301, Seattle, WA 98102. Below these are two smaller cards: one for a \$11,000 (Sep 22) price cut and another for a \$4,000 (Oct 14) price cut.

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Native Search Traffic Driver 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 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.

Expandable Hotspot 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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