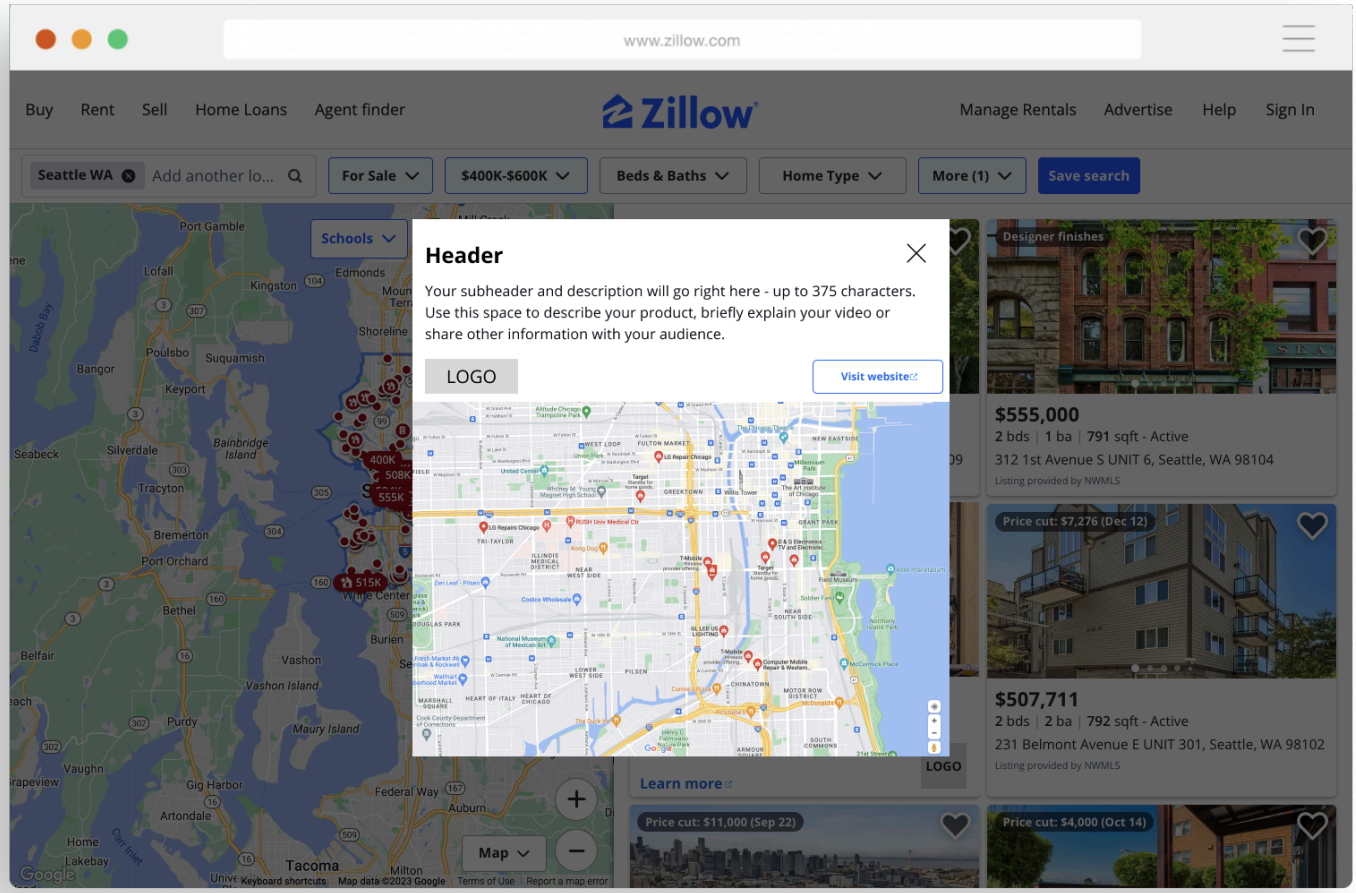
Zillow Elevate℠

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.

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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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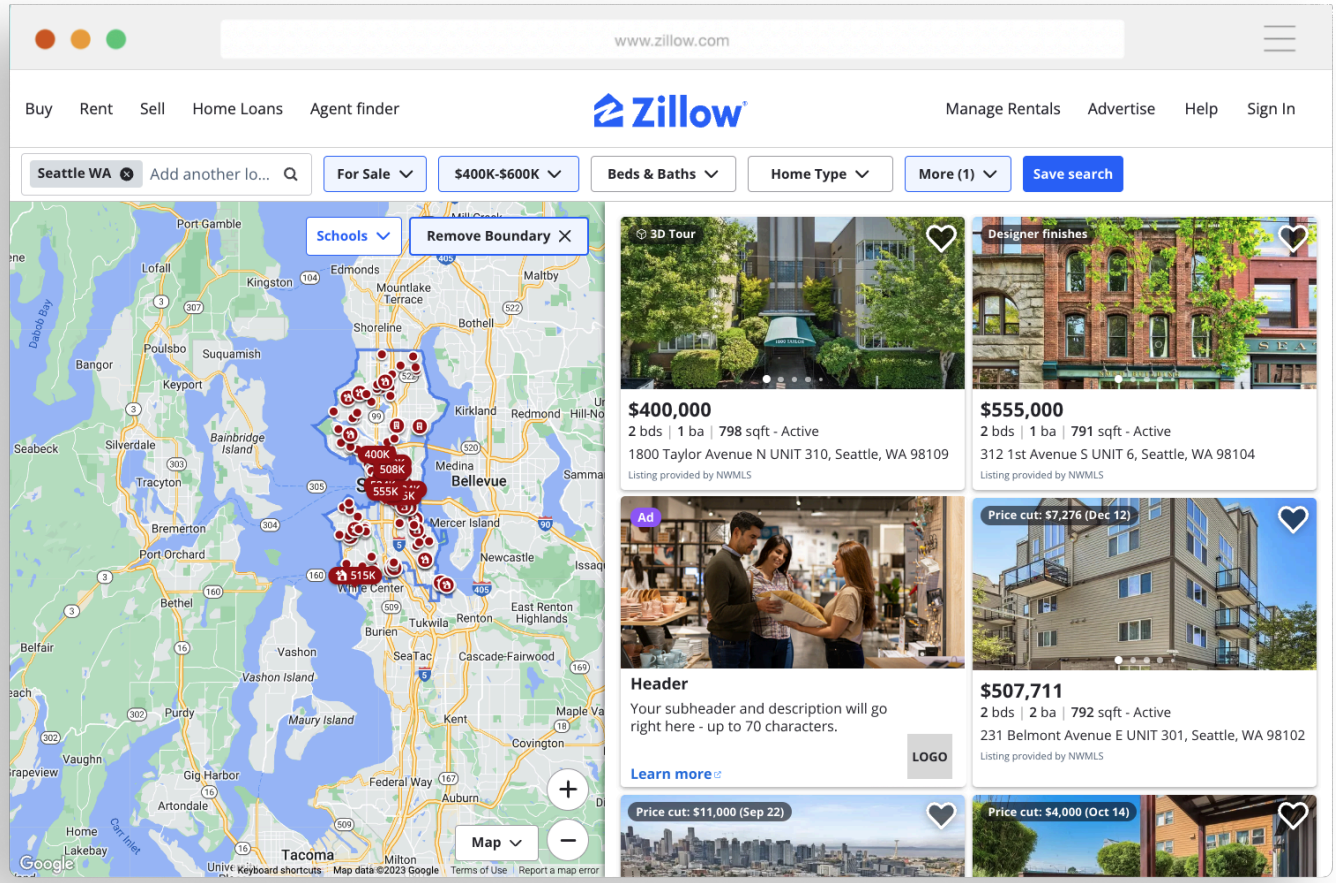

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Native Search Traffic Driver Specs

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]
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.

[1] Logo must be cropped as much as possible with no padding surrounding it.

[2] 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.

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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