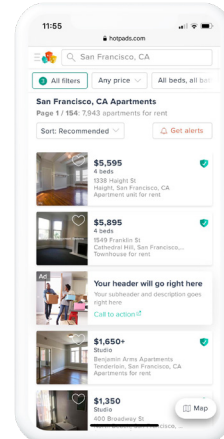
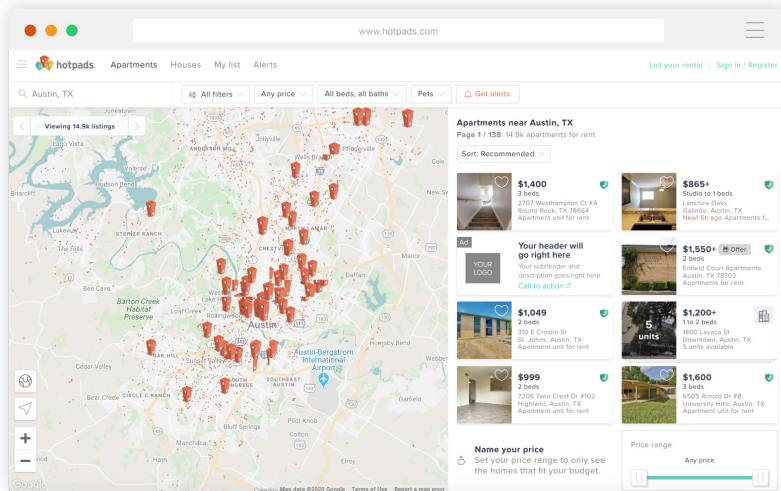
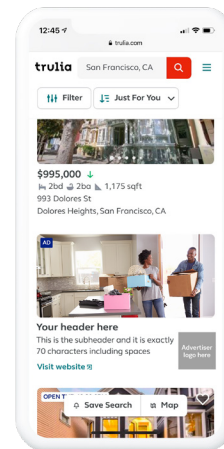
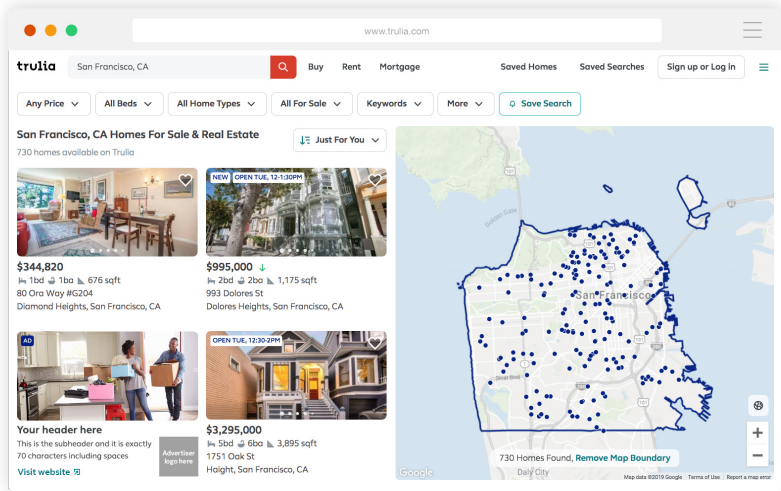
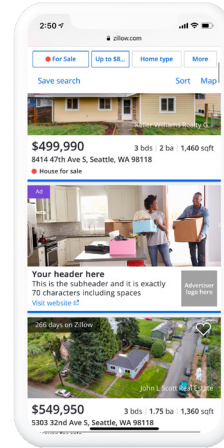
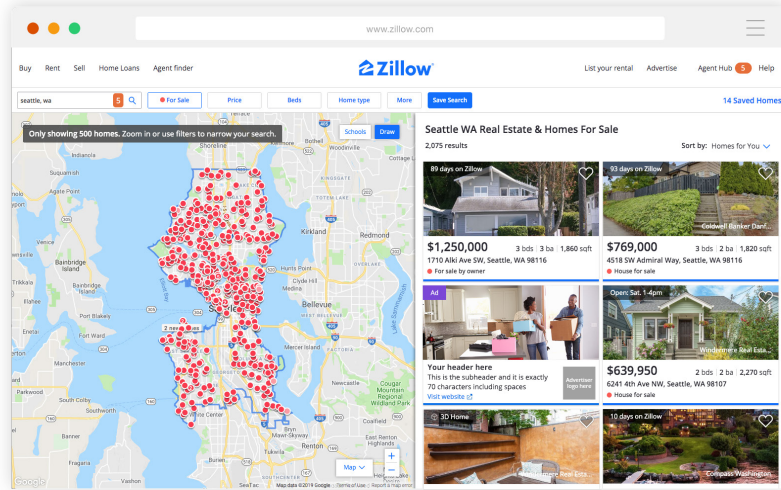


Zillow Group Native Search Ad

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



Disclaimer: Location and treatment of these native ads are subject to change.

Zillow Group Native Search Ad

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

Platforms: Desktop & Mobile (Zillow, Trulia and HotPads)

Zillow Native Search Ad



Your header here
This is the subheader and it is exactly 70 characters including spaces
[Visit website](#)

LOGO

How a horizontal logo appears

Trulia Native Search Ad

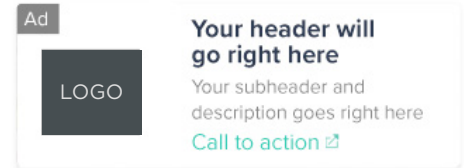


Your header here
This is the subheader and it is exactly 70 characters including spaces
[Visit website](#)

LOGO

How a square logo appears

HotPads Native Search Ad



Logo will be featured here

AD SPECIFICATIONS

FEATURED IMAGE (Zillow and Trulia only)	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Dimensions: 220 width x flexible height¹• Max File Size: 50k• Creative Types: jpeg, gif or png (no white logos)
HEADER	Up to 25 characters including spaces ²
SUBHEADER	Up to 70 characters including spaces ²

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. Logos will be scaled down as screen width decreases (maximum container size 110px by 110px)

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.

CREATIVE TIMELINE

EXECUTION	Partner provides featured image, logo image, header copy, subheader copy, and click through URL to Zillow Group.
IMAGES & COPY DUE	5 business days prior to the campaign's launch date.

Please contact brandadvertising@zillow.com with any questions.