



Trulia Mobile and Desktop

# Home Expenses

Trulia's premium native ad solution links brands with consumers in key markets as they prepare for their move

## Subheader Option 1

### Insurance

Your Header Here

Your subheader and description will go right here

[Call to action >](#)

Sponsored by

LOGO

## Subheader Option 2

### TV, Internet & Phone

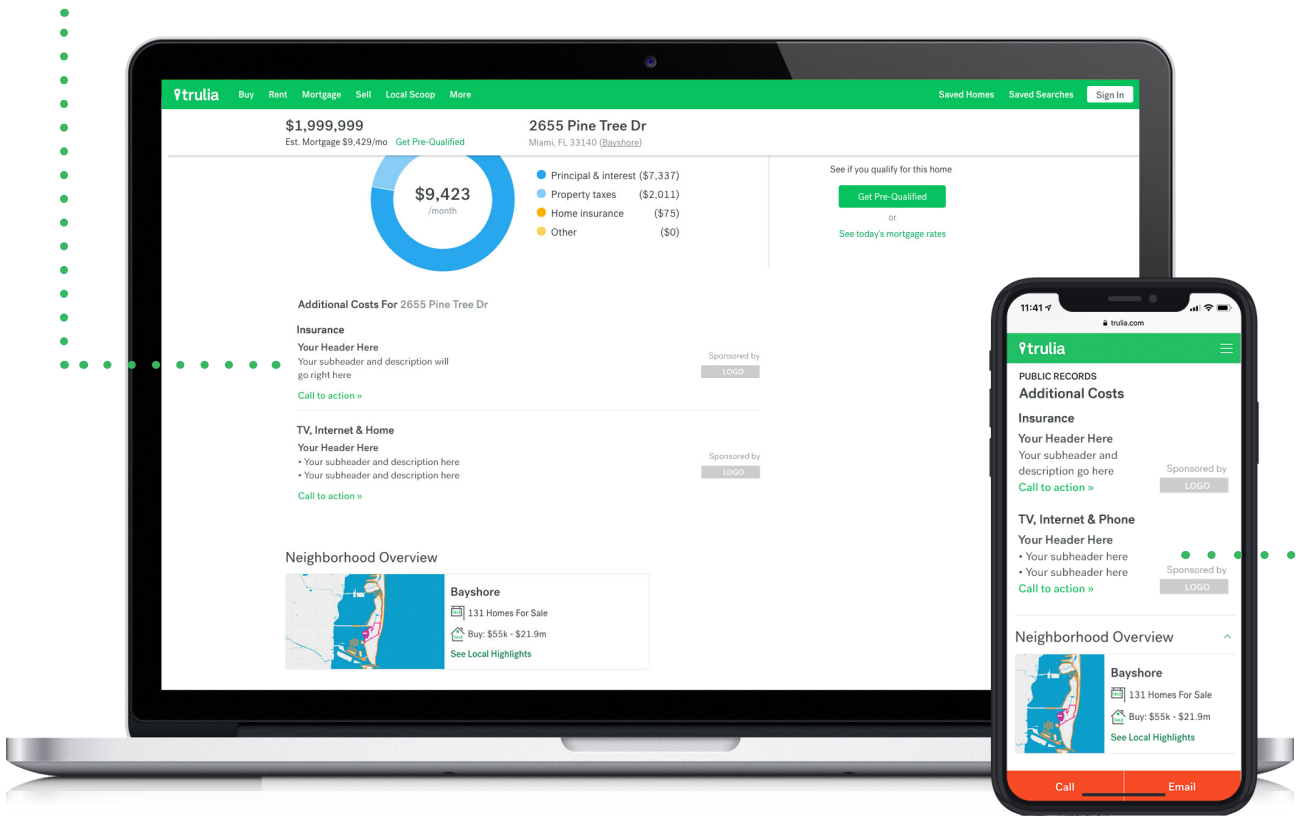
Your Header Here

- Your subheader here
- Your subheader here

[Call to action >](#)

Sponsored by

LOGO



Disclaimer: As these are native ads, the location and treatment of these placements are subject to change

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AD SPECIFICATIONS	
EXECUTION	Client provides color logo, copy for header, sub-header, call to action. Client provides click through urls and tracking
LOGO DIMENSIONS	Color logo on transparent background with a height of 48px (cropped to all edges) Max file size of 50k (image will be scaled down to a height of 16px but will require 3x density for Retina displays); Supported creative types: JPEG, GIF, PNG
HEADER	Up to 35 characters including spaces*
SUBHEADER OPTION 1	Up to 70 characters including spaces*
OR	
SUBHEADER OPTION 2	Two bulleted line item description: Up to 35 characters including spaces per bullet*
PRICE QUOTE OPTION 1	Single Price Example (recommended): \$24.99
OR	
PRICE QUOTE OPTION 2	Price Range Example (recommended, whole numbers only): \$24-49
PRICE PERIOD (RECOMMENDED)	Choose one of the following: hour, day, week, month, or year
CALL TO ACTION	Up to 12 characters including spaces*
LEAD TIME	Kickoff call: 15 days prior to launch date Assets due: 5 business days prior to launch date
CONTACT US	Please contact <a href="mailto:brandadvertising@zillow.com">brandadvertising@zillow.com</a> with any questions

\*Character counts are estimates, if the text is too long to fit, it will automatically be truncated