Advertising on Zillow.com

Zillow for Advertisers

Zillow grew from the simple concept that consumers should have access to free online information about real estate and individual homes - what they're worth, which homes are for sale, and who might be willing to sell for the right price.

Launched in early 2006, Zillow quickly shot to the top of the traffic rankings for real estate sites, attracting between three and four million people each month, who view 50-55 million pages. Our users spend an average of 8.9 minutes on the site per visit, and view an average of 14 pages per month. These people are affluent, own homes and most plan to buy or sell again soon.

We have built this audience and our brand entirely on the strength of our product. We have no direct marketing spend, relying instead on PR, word-of-mouth, and partnerships with sites like Yahoo!. In its first year of business, Zillow was the only online company named to Advertising Age's 2006 "Marketing 50" list of the most powerful consumer brands.

Zillow.com offers advertisers access to an attractive audience:

- Affluent: 46% of Zillow.com users have HH incomes over $100,000 per year.

- Home owners: 86% of Zillow users own a home.

- In-market: 54% of Zillow.com users are either actively buying or selling, or plan to buy or sell in the next 12-24 months.

- Unique: very little audience crossover with other major real estate sites or portals.

Additional benefits:

- Strong consumer brand: Zillow.com was named one of "The Marketing 50" by Advertising Age for 2006, which recognizes the year's top performing brands.

- Loyal customer: In a recent study, 82% of visitors indicated that they would recommend Zillow.com to a friend.[1]

- Strong category player: Zillow consistently ranks as one of the top-visited real estate Web sites according to measurement firm Hitwise.

- Organic traffic: 47% of Zillow.com users heard about the site from a friend or acquaintance, and 47% learned about the site from a news story.[2] Consumers value word-of-mouth "buzz" twice as highly as traditional media.[3]

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[1] Internal survey, May 2006

[2] Internal survey, May 2006

[3] Roper Reports, 2003

Zillow.com
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Advertising Opportunities on Zillow.com

Zillow.com is committed to helping advertisers maximize campaign effectiveness. We offer IAB standard ad placements, rich media support, and outstanding Ad Ops customer service.

Targeting

Advertising on Zillow may be targeted in a number of ways:

By Placement

- Leaderboard (728 x 90)
- Wide Skyscraper (160 x 600)
- Medium Rectangle (300 x 250)
- Rectangle (180 x 250)
- Custom placements available upon request

By Channel

- Maps and search pages
- Property pages:
    - Property details: the pages for every home on Zillow.com
    - Graphs: graphical data on a property's value, as well as area value trends
    - Dual map: overhead and high-resolution aerial imagery of each home
    - Comps: the page that shows comparable sales on a map
    - My Estimator: user tool to refine the value of a home.
    - Photo Gallery: photo page of each specific home.
- Content pages:
    - local pages: pages that display trends at the ZIP/city/county/state/US level
    - My Zillow: user's personal page to save & manage favorite homes
    - Help pages and more
    - Wiki: Professional content pages on a wide array of Real Estate topics written by Zillow.com editorial and our user community

By Geography

- National
- State
- County
- City

Serving and Reporting

All advertising on Zillow is served via an independent third-party ad server. Advertisers can access daily reporting online, or request scheduled reports to be sent via e-mail.

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Example Placements: Maps/Search Page

728 x 90 px

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Zillow.com ™ ßeta
Your Edge in Real Estate

| Home | Map & Search | How to Use Zillow | Financing |

Find Homes
Address OR Street OR Neighborhood — 1539 NW 58th St.
City, State OR ZIP — 98107   GO

180 x 600 px

Zillow found 3 results for 1234 NW 34th St., Seattle, WA 98107. Click here to see details on all results.

1 - 5 of 5 results | View list   View: Street Arial **Hybrid** ☐ ⦿ Heat Map

Show homes
☑ ▮ For Sale (8)
☑ ▮ Make Me Move (2)
☑ ▮ Recently Sold (14)
☑ ◇ All other homes

▼ **Price:** Any
▼ **Beds:** Any
▼ **Baths:** Any
▼ **Size:** Any
▼ **Lot:** Any
▼ **Type:** Any
▼ **Sold within:** Any
Clear all filters
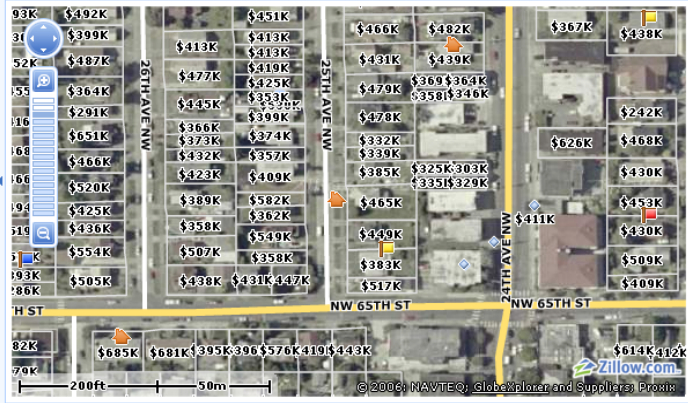
Interactive Advertising Bureau

Sort by:	Status	Price ▾	Zestimate	Bd	Ba	Size	Lot	Built	Type	Sold on	Days	Offered by
1258 NW 42th...	▮ For Sale	$8,899,765	$8,899,765	2	3.5	1,987	10,987	1989	MA	05/3076	132	Builder
1287 Baxter R...	▮ Recently Sold	$8,899,765	$8,899,765	3	3	3,232	7,232	--	SF	--	24	--
5467 NW 19th...	▮ Make Me Move	$899,765	$8,899,765	4	1.75	2,875	8,875	1976	MF	05/3076	--	Owner
1258 NW 42th...	▮ For Sale	$8,899,765	$8,899,765	2	3.5	1,987	10,987	1989	MA	05/3076	132	Builder
3476 NW 37th...	▮ Recently Sold	$8,899,765	$8,899,765	4	2	2,258	9,785	2004	C 728 x90		23	Agent

1 - 5 of 5 results | View map

728 x 90 px

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About Zillow.com: About Us | Questions | Press Room | Jobs | Give Feedback | Get Updates | Blog | Labs
Partner with us: Real Estate Professionals | Advertise With Us | Link to Us
Local Real Estate: Denver Real Estate | Las Vegas Real Estate | Phoenix Real Estate | Other Local Real Estate
Legal: Terms of Use | Privacy Policy | Accessibility

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Example Placements: Home Details Page

728 x 90 px

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Hello Hoi! | Favorite Homes | Sign out

Home | Map & Search | Post For Sale | Real Estate Guide | My Zillow

Find Homes | Address OR Street OR Neighborhood (optional): 3916 E Pine Street | City, State OR ZIP: seattle WA | GO

Overview
My Estimator
Graphs & Data
Bird's Eye View & Map
Photo Gallery

advertisement

160 x 600 px

Interactive Advertising Bureau

advertisement

Fixed Ad Unit

3916 E Pine St, Seattle, WA 98122 5 beds, 2.5 baths, 2,920 sq ft

ZESTIMATE™: $1,537,622
Value Range: $1,337,731 - $1,691,384
30-day change: ↑$25,433 Last updated: 03/06/2007

Photos | Bird's Eye View | Map View

See Bird's Eye & Map View

Microsoft Virtual Earth
©2007 Microsoft Corp.
© 2007 Pictometry International Corp.
Not for government use

North | East | South | West

View large map | Map comparable homes

Home Facts

Public Facts		Edited Facts
Residence:	Single family	The owner has not edited home facts or created an estimate.
Bedrooms:	5	
Bathrooms:	2.5	**Are you the owner?**
Sq ft:	2,920	[Edit Home Facts]
Lot size:	6,500 sq ft / 0.15 acres	Learn more
Year built:	1921	After you're done, your edited home facts will appear here. You can also make your estimate public or keep it private.
Year updated:	--	
# Stories:	2	
Total rooms:	--	
Zestimate:	$1,537,622	

Show all home facts

advertisement

300 x 250 px

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Zillow Page Views

|	This Home	98122	Seattle	King	WA	United States
March 2007	7	10,858	266,913	764,601	1,564,880	23,963,889
Total	34	424,797	10,572,332	27,748,564	53,980,415	783,768,287

Save favorite to My Zillow
Claim your home
Map this home
Create an estimate
Post for sale
Set a Make Me Move price
Get Home Report
E-mail page
Print page

1yr | 5yr | 10yr

$1.73m
$1.60m
$1.40m
$1.24m

Zillow.com

Jan03 Jan05 Jan07

See more graphs & data

advertisement

180 x 150 px

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Comparable Homes

How this home stacks up
This home $ per sq ft: **$526**
Comps avg $ per sq ft: **$417**
How to use these comps

1. 1423 35th Ave
   Sold 02/20/2007: $880,000
2. 1116 36th Ave E
   Sold 02/01/2007: $2,200,000
3. 1118 36th Ave
   Sold 02/06/2007: $1,249,000
4. 621 34th Ave E
   Sold 01/23/2007: $1,200,000

See all comparable homes

Sale History & Tax Info

4499

(What's this?)

To see previous sales and tax info please type the numbers you see in the picture above.

GO

Real Estate Wiki

Get info from the pros and real estate veterans. Read, edit, and contribute!

Set the right price for your home

Get the lowdown on mortgages

General Advertising Guidelines

- The advertising content must be clearly identifiable as an advertisement.

- The advertiser must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement.

- Advertisements cannot mislead the user. For example, ads may not mimic or resemble Windows/Mac/Unix dialog boxes, error messages, or the like.

- Advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from Zillow users without their knowledge.

- Click-through URLs:
  – User clicks cannot launch stand-alone video/audio players or otherwise display content outside the standard browser window.
  – User clicks on ad creative may not result in the launch of multiple browser windows.

- For a comprehensive list of advertising guidelines & restrictions, please refer to the Zillow.com Advertising Guidelines document. For any questions related to advertising guidelines, please contact the Zillow.com Ad Team vie e-mail at adops@Zillow.com.

Advertising Specifications

Standard Specifications

	Leaderboard	Wide Skyscraper	Medium Rectangle	Rectangle
Display dimensions	728 W x 90 H	160 W x 600 H	300 W x 250 H	180 W x 250 H
File size (Max)	25 KB	25 KB	25 KB	25 KB
Approved file formats	GIF, JPEG, PNG, HTML, Flash 6.0	GIF, JPEG, PNG, HTML, Flash 6.0	GIF, JPEG, PNG, HTML, Flash 6.0	GIF, JPEG, PNG, HTML, Flash 6.0
Alt text	Max 50 char incl. spaces	Max 50 char incl. spaces	Max 50 char incl. spaces	Max 50 char incl. spaces
Logo dimensions	N/A	N/A	N/A	N/A
Position	Top/Bottom	Top/Bottom	Mid	Mid
Looping	Unlimited up to 15 seconds	Unlimited up to 15 seconds	Unlimited up to 15 seconds	Unlimited up to 15 seconds
Submission deadline	2 full business days before start date	2 full business days before start date	2 full business days before start date	2 full business days before start date

(All dimensions are in pixels.)

Rich Media Specifications

- Supported file formats: Atlas Rich Media, EyeWonder, Flash, PointRoll

- Maximum file size: 40 KB

- Alt text: Max 50 char incl. spaces

- Must be accompanied by a backup ad in either GIF, JPEG, or PNG format

- Non user-initiated video must be limited to 15 seconds

- Audio and video expansion events must be user-initiated

- Must include a clearly labeled button or link to stop audio/video

- Submission deadline: 5 full business days before start date

- Must be designed with a solid/opaque background to avoid color conflicts on display page

Rich Media Specifications

Flash Specifications

- Requirements for Flash:

  Each Flash ad must contain the following clickTAG tracking code:

  on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "_top"); }}

  Please do not hard-code the click-through URL. Contact the Zillow.com Ad Team via e-mail at adops@Zillow.com for help with clickTAG tracking.

Placements

- Only one rich media ad per page (exception: non-video Flash ads)

- Supported display dimensions:
  - 728x90 (Leaderboard)
  - 160x600 (Wide Skyscraper)
  - 300x250 (Medium Rectangle)

- Expansion rules:
  - Expansion must be user-initiated (click or mouseover)
  - Wide Sky must expand left
  - Top Leaderboard must expand down
  - Bottom Leaderboard must expand up
  - Medium Rectangle may expand right, up, or down(depending on the specific placement of the medium rectangle on the page)
  - Additional vendor-specific rules below

Vendor Details

Atlas Rich Media

- All placements & pages supported

EyeWonder

- Supported for both IE and Firefox

- All placements & pages supported EXCEPT:
  - Ads on maps top Leaderboard cannot expand more than 175 pixels
  - Expanding ads for map bottom Leaderboard and Sky not supported

PointRoll

- All placements & pages supported EXCEPT:
  - Expanding HTML ads not supported

Additional specifications that amend or supercede these general guidelines may apply for individual ad products. For all other advertising related questions, including questions regarding third-party ad serving, rich media and JavaScript advertisements, please contact the Zillow.com Ad Team via e-mail at adops@Zillow.com.

Thank you for your interest in advertising on Zillow. We look forward to working with you.

Zillow.com
Your Edge in Real Estate

About Zillow.com™

Discover, value and sell 67,000,000+ homes

Launched Beta Site: February 2006
Headquarters: Seattle, Washington
Employees: 135
Founders: Rich Barton and Lloyd Frink

Rich Barton is the Chairman and Chief Executive Officer of Zillow.com. Before creating Zillow.com, Rich founded the online travel site Expedia. Expedia was started within Microsoft in 1994, and then spun out of Microsoft in 1999; Rich served as the President, Chief Executive Officer and a Director until March 2003. By that time, Expedia had grown to become the largest online seller of travel in the world. Rich also worked from 1991 to 1994 in vari¬ous product management roles for Microsoft. He is currently a venture partner at Benchmark Capital and on the board of directors of Netflix and Avvo, Inc.

Lloyd Frink is the President of Zillow.com. Before founding Zillow.com, Lloyd was at Expedia, where he was Senior Vice President, Supplier Relations, managing the air, hotel, car, destination services, content, merchan-dising and partner marketing groups. Lloyd joined Expedia in 1995 as one of the first members of the team. From 1988 to1994, Lloyd worked at Microsoft where he started the group that created products eventually evolving into theTablet PC and Pocket PC. One of the youngest interns ever hired at Microsoft, Lloyd interned summers from 1979 until 1987.

Investors:

Zillow has raised a total of $57 million in funding via Series A and Series B investments. Investors include, Benchmark Capital, Technology Crossover Ventures (TCV), and PAR Capital Management.

About Zillow.com:

Zillow's mission is to provide cutting-edge tools and information to help consumers make smarter real estate decisions. Zillow has created a Web page for almost every home in the country, with free and instant valuations called "Zestimates," free postings of homes for sale by agents or homeowners, and "Make Me Move" prices added by homeowners. One of the most-visited real estate Web sites, Zillow was the only online company named by Advertising Age Magazine to its 2006 "Marketing 50" list of the most powerful consumer brands. The company is headquartered in Seattle.

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