

### **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 ZipRealty users without their knowledge.
- Advertisements cannot mimic ZipRealty user experience (look and feel, buttons, etc).
- Advertisers who do collect information from customers must include a prominent link to their privacy policy on their Web site.
- Click-through URLs:
  - cannot launch stand-alone video/audio players or otherwise display content outside the standard browser window.
  - may not result in the launch of multiple browser windows.
- Advertisements may not discriminate in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on race, color, national origin, religion, sex, sexual orientation, familial status or handicap as specified in the federal Fair Housing Act and all applicable state and local laws.
- For banner ads, advertisements must contain the advertiser's company name or logo.

**ZipRealty reserves the right to preserve the user experience of its site, and reserves the right to reject or remove any advertisement that is deemed annoying and/or harmful to our users at any time.**

For banner advertisements, promoting sweepstakes or free offers must have prior ZipRealty approval. Please contact an ad sales representative at [adops@ZipRealty.com](mailto:adops@ZipRealty.com) for details. Advertisers are responsible for appropriate use of trademarks. Use of third party trademarks in advertisements must be lawful and accurate, such as where the advertiser is a lawful reseller of the third party's good or services. If you have any concerns that your trademark is being improperly used in an advertisement on ZipRealty.com, please contact us at [adops@ZipRealty.com](mailto:adops@ZipRealty.com).

### **Banner Advertising Specifications**

The following ad unit sizes are permitted for use on the ZipRealty.com website pages:

Leaderboard (728 x 90)  
Wide Skyscraper (160 x 600)  
Button 1 (180 x 150)  
Button 2 (180 x 150)

### **Deadline**

ZipRealty requires lead time for reviewing assets, providing feedback on ad design and implementing the ad on our website. Please provide the ad to ZipRealty with the following lead time before expected launch date:

Rich Media - 15 business days  
HTML or GIF/JPG - 10 business days

**Ad Placements**

Page Types with Advertising	Ad Unit (Size)
(Post-login) Search page - City	Leaderboard (728 x 90)
(Post-login) Search page - Map	Leaderboard (728 x 90)
(Post-login) Search page - ZIP	Leaderboard (728 x 90)
(Post-login) Search page - Address	Leaderboard (728 x 90)
(Post-login) Search page - Proximity	Leaderboard (728 x 90)
(Post-login) Search page - MLS	Leaderboard (728 x 90)
(Post-login) Search page - Schools	Leaderboard (728 x 90)
(Post-login) Home detail - Map	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Sales Trends	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Sold Homes	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Est. Value	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Schools	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Driving Directions	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Neighborhood	Wide Skyscraper (160 x 600)
(Post-login) Home detail - Client Ratings	Wide Skyscraper (160 x 600)

**Standard Advertising Specifications:**

**Static HTML**

- HTML code cannot exceed 3k.
- 2 images maximum, total file size of images cannot exceed 25k.

**Animated GIF**

Looping/Flashing can continue upon load for a period of 15 seconds maximum.

**Flash**

- Initial Flash download = 40k | Total file size = 100k (without video)
- An alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above.
- Flash animation can continue upon load for a period of 15 seconds maximum.

Other types of interactive rich media content are not accepted at this time.

**Linking URL**

Linking URLs must be domain name based and cannot be the IP address (i.e., http://207.123.456.78).

### Banner Best Practices

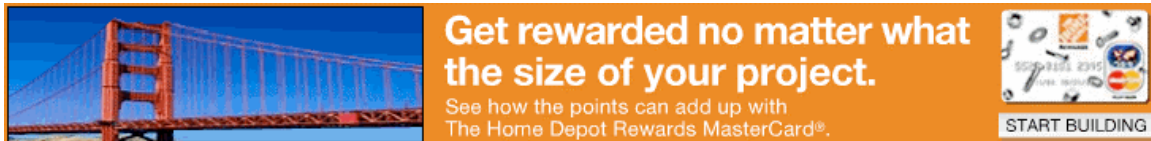
A successful banner program gives you the opportunity to:

- Generate brand awareness.
- Generate traffic for an offer or webpage.
- Generate targeted awareness for an initiative.
- Gain exposure and credibility by aligning your brand with relevant content.

### Tips for Designing and Creating Successful Banner Advertisements

- Determine your objective
- Create interest by placing the offer in the banner
  - Be sure the offer is specific.
  - Large headlines work better than small ones.
  - Use style to highlight words; do not use more than three font styles.
  - Focus on major selling points emphasizing benefits instead of features.
- Create visual interest
  - Banners are like billboards - the simpler the better. Use one key message - don't try to cram all your initiatives into one ad.
  - Every banner should have no more than 5 frames of animation.
  - Seven words is optimum. Use large fonts and less words.
  - Don't over-design the ad.
  - Keep files size low. Large file sizes increase load time. Please see the Banner Advertising Specifications section for size limits for types of ad units.
- Include a call to action
  - Provide clear directions by telling site visitors exactly what you want your viewer to do in response to your ad.

### Good Banner Examples



### Bad Banner Examples

