

# Display Ad Specs



Please submit assets to [adops@trulia.com](mailto:adops@trulia.com) at least two business days before the campaign launch date. We use DFP, accept most third party tags, and are compatible with the IAB Impression Exchange. Feel free to email us directly with any questions.

## Ad Unit Guidelines

Type	Format (WxH)	Max File Size	Flash Specifics	Max Animation	Other
<b>Publisher Served Image Banner</b> (GIF or JPG)	<ul style="list-style-type: none"> <li>• 300x250</li> <li>• 160x600</li> <li>• 728x90</li> <li>• 300x600</li> <li>• 976x32</li> </ul>	100 KB	n/a	n/a	Click-through URL or click tracker required.
<b>Publisher Served Standard Flash Banner</b> (SWF)	<ul style="list-style-type: none"> <li>• 300x250</li> <li>• 160x600</li> <li>• 728x90</li> <li>• 300x600</li> <li>• 976x32</li> </ul>	100 KB	18 fps	15 seconds	Click-through URL or click tracker and back up static image required.  For ActionScript 2 use: <pre>on (release) {   getURL (_level0.clickTag, "_blank"); }</pre> For ActionScript 3, please email <a href="mailto:adops@trulia.com">adops@trulia.com</a> for instructions.
<b>Advertiser Served In-Page Banner</b> (DFA in-red URL or other third party tag)	<ul style="list-style-type: none"> <li>• 300x250</li> <li>• 160x600</li> <li>• 728x90</li> <li>• 300x600</li> <li>• 976x32</li> </ul>	100 KB	18 fps	15 seconds	We accept third party tags (Atlas, Mediaplex, etc.) as long as they can be amended in our ad server for publisher side click and impression tracking.

## Rich Media Ad Unit Guidelines

Type	Format (WxH)	Max File Size	Flash Specifics	Max Animation	Other
<b>In-Page Video Units</b>	<ul style="list-style-type: none"> <li>• 300x250</li> <li>• 160x600</li> <li>• 728x90</li> <li>• 300x600</li> </ul>	40 KB, 1.2MB add'l polite download	18 fps	15 seconds	<ul style="list-style-type: none"> <li>• User initiated on click</li> <li>• Control = "Close X," Play, Pause, Rewind</li> </ul>
<b>Expandable Units</b>	<ul style="list-style-type: none"> <li>• 300x250</li> </ul>	40 KB, 80KB add'l polite download	18 fps	15 seconds	<ul style="list-style-type: none"> <li>• User initiated on click</li> <li>• Expansion max 3 seconds if no user interaction, 15 seconds within ad.</li> <li>• Control = "Close X" Location</li> <li>• Banner must expand to the left and be sized 500x250 on expansion</li> </ul>

## Mobile Ad Guidelines

Format Category	Format (WxH)	Max File Size or Character Limit	Other
<b>Image Banner</b> (GIF or JPG)	<ul style="list-style-type: none"> <li>• 300x50</li> <li>• 120x20</li> </ul>	100 KB	Click-through URL or click tracker required.

