

# Text Link Specs



Please submit assets to [adops@trulia.com](mailto:adops@trulia.com) at least three business days before the campaign launch date. Feel free to email us directly at any time with questions.

## Technical Guidelines

Characters	Placement(s)	1x1	Click-through URL
12-22 incl. spaces	• Property Details – price	Yes	Destination URL or click tracker
34-44 incl. spaces	• Property Details – description • Advice – right rail header • Mortgage – right rail header • Local Info – right rail header	Yes	Destination URL or click tracker
60-70 incl. spaces	• Property Details – footer • Mortgage - footer	Yes	Destination URL or click tracker
90-100 incl. spaces	• All - header	Yes	Destination URL or click tracker

## Copy Recommendations

Specification	Good Examples	Poor Examples
Format copy as a complete sentence or as a headline with respective proper punctuation and capitalization. Avoid overuse of exclamation points.	Click here for a mortgage quote. Click Here for a Mortgage Quote	Click Here! Get mortgage quote Click for A Quote
Include a specific call to action to entice better user engagement.	Click here to see insurance rates. Get an Acme Insurance quote.	Find best insurance rates!! Acme Insurance
Make sure your offer is clear. Consumers should know what to expect upon clicking.	Calculate your moving costs today. Locate nearby storage facilities.	Calculate your costs I need a Storage Facility close by

## Additional Notes

- Advertiser should carefully choose a landing page that will positively influence post-click metrics. If the goal is to generate complete lead forms, ensure the text link clicks through to a lead form page.
- Advertiser should submit multiple calls to action for rotation in the same text link placement in order to identify the best performing message(s).
- Advertiser should share conversion data with publisher for optimization purposes.
- Publisher will continuously test and evaluate text link campaign performance and make adjustments as necessary.
- Publisher reserves the right to reject any text link for any reason at any time.

# Sample Text Link Placements




Trulia Mobile

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[New Lennar solar homes in Petaluma and Santa Rosa »](#)


**FOR SALE** RESALE **\$945,000** 604 2nd Avenue, San Francisco CA 94118 [« Back to results](#) [« Prev](#) [Next »](#)

[Home Facts](#) [Photos \(1\)](#) [Map & Nearby](#) [Mortgage](#) [Comparables](#) [Sales Trends](#) [Schools](#)



Price: **\$945,000** [Low Rates - Refi Today](#)  
Est. payment: **\$5,556** /mo [Check Your Credit](#)  
Bedrooms: **5**  
Bathrooms: **4**  
Property type: **Multi-Family Home**  
Size: —  
Lot: —  
Price/sqft: —  
Year built: —  
Added on Trulia: **2 days ago**  
Total views: **117** (as of 4/13/11)  
MLSID: **377779**  
Nearby School: **Frank Mccoppin E...** [Nearby schools](#)  
Neighborhood: **Inner Richmond**  
Zip: **94118**  
Provided by: **Barbagelata Real Estate**

[View Your 3 Credit Scores Today!](#)



**Homes you might like...** [Alert](#)

2061 Hayes St, San Francisco CA

**\$1,099,000**  
6 br / 2 full, 1 partial ba  
3,260 sqft

Trulia Mobile

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[MortgageMatch.com- Start Online Application](#)

**Ask a question**  
Got a real estate question? Get answers from locals, experts and real estate pros.  
Ask your question here... [ASK](#)  
150 characters left

[Public Schools Face Devasting Cuts](#)  
Blogged Tue Apr 5 2011, 14:50 by **Michael Ilovia**, Quality of Life in San Francisco, Schools in San Francisco  
No comments - [Be the first to comment](#)

 **Michael Ilovia**  
Broker  
San Francisco, CA

[If you live in Ross, where do your kids go to high school?](#)  **Kamal Randhawa**

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### New York Mortgage Rate Trends

Home Loans Mortgage Refinance Calculators Credit Score Trends Mortgage Advice

[MortgageMatch - Prequalify Online in 15 min](#)

Loan Type	Rates	Weekly change	APR	Weekly change
15 yr fixed	4.27%	↓0.08%	4.41%	↓0.07%
30 yr fixed	4.94%	↓0.05%	5.01%	↓0.06%
40 yr fixed	5.25%	↑5.25%	5.33%	↑5.33%
1 yr ARM	2.95%	↑2.95%	2.84%	↑2.84%
3/1 yr ARM	3.99%	↓0.06%	3.3%	↓0.01%
5/1 yr ARM	3.86%	↓0.16%	3.31%	↓0.08%
7/1 yr ARM	4.52%	↓0.07%	3.74%	↓0.06%
10/1 yr ARM	5.23%	↓0.19%	4.49%	↓0.15%
Interest only: 3/1 yr ARM	3.75%	-	3.24%	-
Interest only: 5/1 yr ARM	3.83%	-	3.38%	-
Interest only: 7/1 yr ARM	4.25%	-	3.65%	-

Check rates in another area

**ditech**  
 Today's low 30-year fixed rate.  
 RATE 4.875%  
 APR 5.030%  
[GET STARTED](#)  
 1-800-897-5593

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Ask the real estate community and get an answer

Many lenders have different rates on their own Websites than those posted on Bankrate.com. In order to get the Bankrate.com rate, please identify yourself as a Bankrate.com customer. If you believe that you have received an inaccurate quote or are otherwise not satisfied with the services provided to you by the lender you choose, please [click here](#).

The rates above were collected by Bankrate.com on the dates specified. Rates are subject to change without notice and may vary from branch to branch. Rate/APR and terms may vary based on the creditworthiness of the individual and the extent to which the loan differs from the one used for Bankrate.com quotes. For criteria used in surveys of rates above, [click here](#). These quotes are from banks, thrifts, and brokers, some of whom have paid for a link to their own Web site, where you can find additional information.

[Know your buying power. Free Prequalification with Wells Fargo»](#)

[What Does Your Credit Score Say About You? Find Out Now! »](#)

### San Francisco Real Estate & Homes For Sale — 2,968 homes found

New listings email alerts  
 Save this search  
 Contact local agents

**LOCATION**  
 City, neighborhood, ZIP  
 Add nearby locations

San Francisco, CA

**REFINE SEARCH**  
 Set price, beds, baths, etc.  
 Reset and start over


Search Within

Price  
 to

For Sale Recently Sold

Sort by

**\$299,000** 1905 Laguna St #303, San Francisco CA



1 ba  
 Condo  
 Lower Pacific Heights (94115)  
 Client Care

**MCGUIRE REAL ESTATE**

**\$629,000** 2238 Ulloa St, San Francisco CA



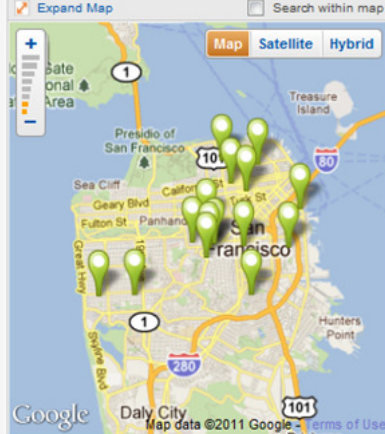
OPEN Sun Aug 28, 2pm to 4pm  
 2 br / 2 ba / 1,150 sqft / \$547/sqft  
 Single-Family Home  
 Central Sunset (94116)  
 Coldwell Banker Residential...

**COLDWELL BANKER**

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