

Building Showcase Pricing

SALES

EFFECTIVE JANUARY 1, 2025

Rates are set within each package tier by property sellout price and property size. All package tiers include Premium Building Page and all advertising fees. Platinum+ package offers increased exposure, priced as below.

SELLOUT RANGE	UNDER 25 UNITS	UNDER \$100M	\$100M TO \$175M	\$175M TO \$225M	\$225M TO \$275M	\$275M TO \$350M	\$350M TO \$500M	\$500M+
	25 UNITS AND OVER	UNDER \$200M	\$200M TO \$350M	\$350M TO \$450M	\$450M TO \$550M	\$550M TO \$700M	\$700M TO \$1B	\$1B+
PREMIUM BUILDING PAGE <small>(Non-Package Price)</small>		\$1,100	\$1,700	\$2,225	\$2,725	\$3,500	\$4,525	\$4,650
SILVER		\$4,100	\$4,675	\$5,200	\$5,725	\$6,475	\$7,525	\$7,700
GOLD		\$7,050	\$7,675	\$8,200	\$8,675	\$9,450	\$10,500	\$10,775
PLATINUM		\$9,950	\$10,525	\$11,025	\$11,525	\$12,275	\$13,350	\$13,800
PLATINUM+ <small>+25% target exposure vs. Platinum</small>		\$13,000	\$13,575	\$14,075	\$14,575	\$15,325	\$16,350	\$16,550
PLATINUM+ <small>+50% target exposure vs. Platinum</small>		\$15,500	\$16,075	\$16,575	\$17,075	\$17,825	\$18,850	\$19,075
PLATINUM+ <small>+75% target exposure vs. Platinum</small>		\$17,725	\$18,275	\$18,800	\$19,275	\$20,025	\$21,075	\$21,325
PLATINUM+ <small>+100% target exposure vs. Platinum</small>		\$19,925	\$20,500	\$21,000	\$21,500	\$22,250	\$23,275	\$23,550
PLATINUM+ <small>+125% target exposure vs. Platinum</small>		\$22,150	\$22,725	\$23,225	\$23,725	\$24,475	\$25,500	\$25,800
PLATINUM+ <small>+150% target exposure vs. Platinum</small>		\$24,350	\$24,950	\$25,450	\$25,925	\$26,675	\$27,700	\$28,050
PLATINUM+ <small>+175% target exposure vs. Platinum</small>		\$26,575	\$27,175	\$27,650	\$28,150	\$28,925	\$29,925	\$30,300
PLATINUM+ <small>+200% target exposure vs. Platinum</small>		\$28,800	\$29,375	\$29,875	\$30,375	\$31,125	\$32,125	\$32,550
PLATINUM+ <small>+225% target exposure vs. Platinum</small>		\$31,000	\$31,600	\$32,075	\$32,600	\$33,350	\$34,375	\$34,800
PLATINUM+ <small>+250% target exposure vs. Platinum</small>		\$33,225	\$33,800	\$34,325	\$34,825	\$35,550	\$36,600	\$37,025
PLATINUM+ <small>+275% target exposure vs. Platinum</small>		\$35,450	\$36,025	\$36,550	\$37,025	\$37,775	\$38,800	\$39,275
PLATINUM+ <small>+300% target exposure vs. Platinum</small>		\$37,675	\$38,250	\$38,750	\$39,250	\$40,000	\$41,025	\$41,500
PLATINUM+ <small>+325% target exposure vs. Platinum</small>		\$39,875	\$40,450	\$40,975	\$41,450	\$42,200	\$43,225	\$43,750

Note: Relative target exposure is approximate and not guaranteed.
*Property or Complex sellout price as given in the offering plan on file with the NY State Attorney General.

The pricing on this rate card is effective **January 1st, 2025**. As permitted by the **StreetEasy Advertising Terms of Service**, Zillow may change the rates set forth in this Rate Cards at any time. Zillow will provide no less than 30 days’ written notice of any such change to the rates before applying the new rates to Advertiser’s purchase.

Add-On Products

SOCIAL:
Starting at \$1,300/month*

BROKER BLAST:
\$5,675/blast

CONSUMER EMAIL:
\$5,400/blast

**Properties are able to purchase the social add-on product in increments of \$1,300 per month.*

Please contact your StreetEasy representative
or email buildingsolutions@streeteasy.com for more information.