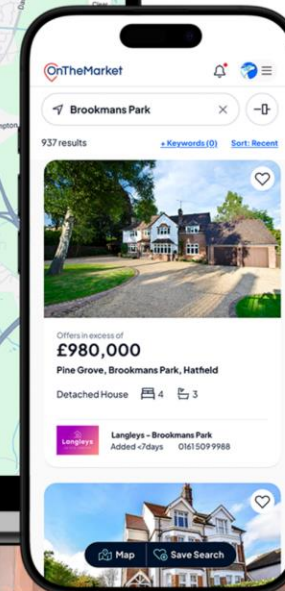
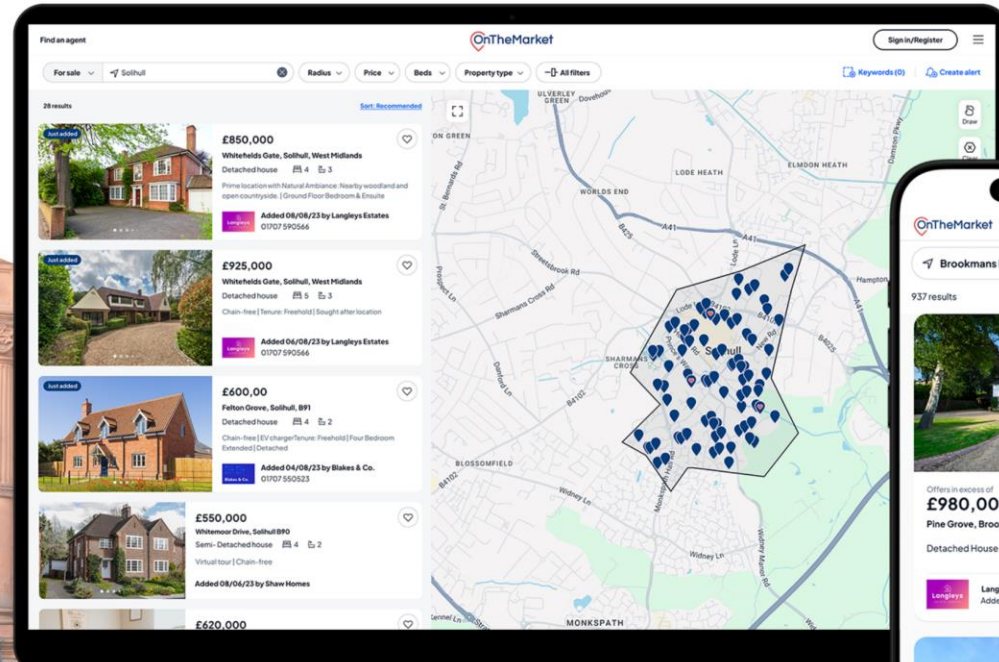




Banner Agent Guide



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Introduction

This guide has been created to help you provide OnTheMarket with suitable banners for either a Property Alert Banner, or Activator campaign. It's been split into sections that cover all areas to ensure the adverts you supply are compliant.

If you have any questions that have not been answered by this guide, please contact the Customer Support team at support@onthemarket.com or call 0808 120 2877 (3)

Banner Checklist and Tips

Design:

- Use a logo that's consistent with your branding across all platforms.
- Ensure banner colours align with your logo and brand colour palette.
- Any images used must be your own or properly licensed stock images (no Google-sourced images).
- Images should be relevant, on-brand, and high quality.
- Banners will be published as supplied, provided they meet guidelines—please review overall on-screen quality before submitting.
- Ensure the banner meets file size requirements (see pages 5-6). If needed, we can help compress the file to comply.

Text:

- If your banner has a headline, make sure it stands out and gets the user's attention
- To meet the Advertising Standards Authority requirements, your adverts need to be "legal, decent, honest and truthful"
- Ensure your message is on brand, clear, concise, and easy to read
- Your set brand font should be used across all materials
- Direct contact details (phone number, email address) are not allowed, unless it is the phone number on your OnTheMarket listings.

Rules:

- Any claims in your banner must be substantiated; please confirm in writing that evidence is held on file for ASA challenges.
- Offers, promotions, or competitions must include terms and conditions, or link to them within one click.
- Banners must not reference competitors negatively, link to offensive content, reflect poorly on OnTheMarket or the property industry, or link to competitor websites.
- Other property portal logos are not permitted.
- Our logo must not be used, as this would imply endorsement.

Property Alert Banners

A Property Alert Banner campaign promotes your brand and message to highly engaged property seekers subscribed to alerts. It helps you stand out and demonstrate added value to vendors and landlords. Banners are tied to specific saved search terms, with only one banner per alert. Creative can be updated monthly, with options for separate banners by branch and for sales and lettings.

Property Alert Banner campaigns are sold for periods of one month duration and in batches of 1,000 emails, for an initial minimum period of three months.

Dimensions:

575 (w) x 102 (h) pixels
JPEG or PNG format
No larger than 64KB.

Banners will direct to your agency/development website as a default.
If you'd like them to direct users elsewhere, please email support@onthemarket.com with the URL.

Banner creatives may be changed once each month.
To update your banners, email support@onthemarket.com with the new banners attached.



[View all results](#)
[Change alert settings](#)

1 newly added property matches for your search:
1+ bedroom properties for sale

The banner features a photograph of a modern, multi-story apartment building with balconies and large windows. Below the image, the text reads: "£222,000", "2 bedroom apartment for sale - Plot 24, Downs Park, East Weald, TN1 2XX". To the right of this text is a yellow button with the text "Estate Agent". Below the main text area, there is a white bar containing the text "Email agent" on the left and the phone number "01234 567890" on the right. At the bottom of the banner is a dark blue bar with the text "We have been selling and letting property locally for over 50 years. Find out more." and a yellow button with the text "Estate Agent" on the right.

Activator Banners

The Activator Package consists of the leaderboard advert across the top of the page and the MPU (mid-page unit) on the lower right and appears on every full details property page, capturing potential buyers at the start of their journey and focusing on highly targeted audiences. Both the leaderboard and the MPU can link through to any page you specify on your own website, or to your agent page at OnTheMarket; and you can change the creative monthly. You can choose to have separate banners for each of your branches, and separate ones for sales and lettings.

Dimensions:

Leaderboard: 728 (w) x 90 (h) pixels (visible on desktop and tablet)
MPU: 300 (w) x 250 (h) pixels (visible on desktop, tablet and mobile)

All files should be in JPEG, PNG or GIF format.
Maximum file size: 256kb

Banner creatives may be changed once each month.
To update your banners, email support@onthemarket.com with the new banners attached.

The image shows a screenshot of a property listing page on OnTheMarket. At the top, there is a dark blue banner with white text: "We have been selling and letting property locally for over 50 years. Find out more." and an orange "Estate Agent" button. A blue arrow points to this banner from the label "Leaderboard" on the right. Below the banner is the main property listing for a "6 bedroom detached house for sale" in Barnet Lane, Edgware, priced at £980,000. The listing includes a large photo of the house, a virtual tour icon, and a "Viewing request/info" button. In the bottom right corner, there is a dark blue MPU (Mid-Page Unit) with white text: "Click here for our mortgage services" and an orange "Estate Agent" button. A blue arrow points to this MPU from the label "MPU" on the right. The page also features a "Key features" section with various property details and a "Virtual tour" section.

Fees and commission rules and regulations

You can include fees and commissions in digital advertising if it complies with the CAP Code and The Property Ombudsman Code of Practice, and does not reference specific third parties.

Adverts must meet Advertising Standards Authority standards: legal, decent, honest, and truthful. Any claims must be substantiated in writing for ASA challenges.

VAT and pricing

- Quoted prices must include **all non-optional taxes, duties, fees, and charges** that apply to most buyers or tenants (Rule 3.18 CAP Code).
- If a charge cannot be calculated in advance, the advert must clearly state it is excluded and explain how it will be calculated (Rule 3.19).
- **Optional charges** may be excluded from the price, but must genuinely be optional and demonstrable.

Sales example

- Percentage and flat-rate sales fees should include the current VAT rate and note "VAT included."

Lettings example

- All tenant and landlord fees should be advertised inclusive of the current rate of VAT, as well as a note that VAT is included

VAT offers

- If VAT is absorbed, you may say "We will pay the VAT," but include:
"Reduction equivalent to 20% VAT on original price; VAT is still applicable and will be shown on the invoice."
- First-year VAT exemptions may use "No VAT" but must clearly explain the reason.

Free / no-fee claims

- "Free" or "no fee" claims can only be used if **no charges apply at any stage**. Any limitations or hidden costs must be clearly stated.

Offers, incentives and yields

Offers and incentives must be accurately described, and terms and conditions included (see page 8 for further information on terms and conditions).

Yields: all references to yield figures will need documents to support these

This includes 'estimated yield', 'yields up to', 'yields from', and 'projected yield'

- The ASA views yield claims as being based on a financial investment, where returns are not guaranteed. So all references to returns, profits or yields need to be made with the relevant referencing and substantiation. Adverts must not imply that the referenced yield will definitely happen, unless it is a guaranteed yield as part of an offer
- If the yield referenced in the advert is not guaranteed, it should be cited as an "Estimated yield" or "Average yield", along with showing the full calculation that the yield is based on
- For resale and properties that have been previously rented out, the estimated yield can be based on a yield that has been achieved on a similar property type within the same postcode area
- For yield claims on properties that have not yet been rented (new builds), it would be acceptable to base those estimated yields on an agent's rental valuation of the property based on their market knowledge
- All references to yield figures will need confirmation in writing from the agent that they hold substantiation on file in the event of someone challenging any claims with the ASA
- Resale - a copy of the appropriate sale documents, or a link to the proof of the sold price, and a copy of the rental documents via email is acceptable
- New builds - a written agent valuation via email is acceptable

Any reference to guaranteed yields will need the following terms and conditions:

- Time period, including start and end date
- Full yield calculation (based on purchase price of £x and rental income of £x)
- The property type if part of a development

Here are some examples of yield messages that are suitable for adverts without any substantiation:

- 'High yield potential on this property'
- 'Great yields available'
- 'Fantastic yield opportunity'

Terms and Conditions

Offers and incentives must be described accurately, and any that require terms and conditions must be displayed on the advert or be one click away - with small print to say 'Click here for T&Cs'.

Terms and conditions need to be legible, and a time limit of the offer, incentive or discount should be included

Affiliations

Affiliations are permitted on banners, for example, NALS, The Property Ombudsman and ARLA Propertymark, providing the agent is a current member of that scheme and they are using the correct and up-to-date logo.

Awards

- Any award claim must make it clear what the award level is (silver, gold etc.)
- Only current award logos can be displayed (the most recent as issued by the awarding body). Older awards may be mentioned in text only and must state the year they were won
- Any claim such as "Award winning" is automatically accepted as being a current award, therefore claims cannot be made from older awards. The level of the award would need to be included as a caveat
- You must be able to read the text on the award logo. Details of the award must be displayed on the creative
- 10
- Multi-award-winning claims may be referred to, however, one of the awards must be recent. If you wish to avoid overcrowding an advert, it's acceptable to list at least two of the awards in small print with the caveat "Awards include... ". If only one award is current, but the others are from past years you may only display the most recent awards logo
- Internally issued awards, for example "Best Branch within the Franchise" type awards are acceptable, but must be specified as being an internal award within the advert

Claims and Testimonials

Are there any claims or testimonials in the advert?

If there are, you must provide us with written confirmation that substantiation is held on file in the event of someone challenging any claims with the ASA. There are restrictions of what you can say in adverts as governed by the Advertising Standards Authority and Trading Standards.

- To create a competitive, fair and honest level playing field, any claim will require confirmation in writing from the agent that substantiation is held on file. If this confirmation is not provided, we reserve the right to refuse any claim or text supplied for any advert.
- It's your responsibility to provide advertising we will be able to use. If there is uncertainty whether a claim can be used, you will need to seek guidance from the Copy Advice Team at the ASA. If a genuine complaint arises regarding these claims, we reserve the right to amend the challenged statement or claim, or refuse any claim or text supplied for any advert.
- A testimonial must be genuine and include the name of the person who provided the quote and the date it was written. All testimonials need to have been written within the last 12 months

Agent data

If you have performed your own research, this is acceptable to use, subject to our approval. Any statement must be an accurate representation of the source data. All source data needs to be from within the last 12 months. The advert must publish the source, sample size, date and location.

Third party data

Third party data is acceptable to use, subject to our approval. Any concerns over the validity of the data, we reserve the right to refuse any claim or text supplied for use in an advert. All source data needs to be from within the last 12 months.