Guidelines to create your double-sided multi-agent A5 leaflet

Please note: This is a template to be copied and created by yourselves. Please do not print and use as it is. The agent logos used in this template are only examples.

If you have the following software – Industry standard CS6, INDD, Photoshop and Illustrator, we can send you an editable file so you will only need to amend the agent logos. Please email marketing@onthemarket.com to request this.

Front page:

Headline
Please note: There are two headline options. Number 1 is only to be used if the agents participating in this advert have chosen different 'other' portals - with some on Rightmove and some on Zoopla. Number 2 can be used if the 'other' portal is only Rightmove, or only Zoopla.

1. **the only place to view what's on the market with all these local agents**
2. **where can you find all the properties from all these local agents?**

This headline needs to be large, but well balanced, and centred on a dark blue background within the space left by the middle white panel.

The headline typeface is AG Book Rounded, Regular 33pt, 38pt leading, white with no initial cap. While the dark blue background panel is PMS 302 or CMYK 100, 71, 39, 34.

Small map marker graphics
The smaller map markers should be used on the blue background, as shown, to add visual interest to the execution. They can be used in three sizes and three different opacities (30% 50% 75% of solid) and should be placed to deliver a balanced design and without interfering with, or detracting from, the other visual elements.

These are available as separate elements as .png or .eps files on the marketing page.

Middle panel

This panel needs to be white. Where a group of agents' logos are used, they should run at a good size in a row on the left hand end of the panel in alphabetical order.

On the right hand side of the white panel, a map marker with the copy "FIND NEW & EXCLUSIVE PROPERTIES HERE", centred in capitals, white out of the red centre circle, needs to be placed so that the bottom of the pointer is aligned with the midpoint of the logo. It should be sized so that half the height of the pointer overlaps the lower dark blue panel and around 2/3 of the outer light blue ring overlaps into the upper dark blue panel. In cases where this is unfeasible due to width restrictions, please use your discretion and aim to produce a well-balanced design.

The map marker is available as a separate file, complete with the correct wording, on the marketing page.

Bottom panel

The OnTheMarket.com logo is to be added here on the right hand side – the map marker part of the logo should be centred on the width of the page.

Back page:

Headline

Typeface is AG Book Rounded Medium 22pt, 26pt leading. Headline is:

Why should you choose to search the market at OnTheMarket.com?

Blue panel

- Dark blue background panel is PMS 302 or CMYK 100, 71, 39, 34
- Sub-headings to be AG Book Rounded typeface, Medium 12pt
- Bullet point copy to be AG Book Rounded typeface, Regular 9pt, 10.8pt leading
- The map markers are to be used as bullet points. The map marker file is available on the marketing page and can be resized to be used here. The top of the map marker needs to be level with the top of the sub heading lettering.

The copy within this panel is to be as follows:

choose from hundreds of thousands of properties
Thousands of estate and letting agents across the UK are advertising their properties at OnTheMarket.com.

be first to see our new & exclusive properties
OnTheMarket.com gets thousands of new properties every month, 24 hours or more before Rightmove or Zoopla. So, to be first to see these properties, sign up for instant property alerts and you'll automatically receive an email detailing properties that match your search criteria.

rely on professional service
All our properties are with estate and letting agents who are experts in their local area. Their knowledge and experience mean your enquiries will always be dealt with professionally.

nothing but properties to buy or rent
OnTheMarket.com is dedicated to presenting properties, clearly and beautifully; a state-of-the-art website, with a simple search process and hundreds of thousands of homes.

properties looking their best…everywhere
OnTheMarket.com has been designed from the start to deliver a great viewing and search experience whatever device you're using – smartphone, tablet, laptop or desktop.

Copy underneath the blue panel
Typeface to be AG Book Rounded Medium 12pt, 14.4pt leading. Copy is:

Don't miss out, search OnTheMarket.com and set up an instant property alert today.

Set up an instant property alert at OnTheMarket.com ribbon
This is provided as a separate file on the Marketing page. The text should all align on a baseline with the left end of this ribbon bleeding off the page. The map marker of the logo should always be centred on the width of the page.

Legal text
Please ensure that the legal text from the examples appears exactly as supplied, in the same position and using Arial MT Condensed 6.5pt, to be placed underneath the instant property alert ribbon.

The legal text is:
See onthemarket.com/newandexclusive. Agents specify exclusivity and are committed to accuracy under terms of use. Agents' Mutual Limited – A company limited by guarantee. Company No: 8381458. Registered in England & Wales. OnTheMarket.com is a registered trade mark of Agents' Mutual Limited, a wholly owned subsidiary of OnTheMarket plc. Registered Office: PO Box 450, 155-157 High Street, Aldershot GU11 9FZ, England.