



Design & text guide

Local Area, Property Alert & Activator Banners

Contents

· Introduction	3
· Your banner checklist and tips	3
· Local Area Banners	5
· Property Alert Banners	6
· Activator Banners	7
· Fees and commission rules and regulations	8
· Offers, incentives and yields	9
· Terms and conditions, affiliations, awards	10
· Claims or testimonials	11
· Agent or third party data	11

Introduction

This guide has been created to help you provide OnTheMarket with suitable banners for either a Local Area Banner, 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 Technical Support team at support@onthemarket.com or call 0808 120 2877.

Your banner checklist and tips

Design:

- Ensure the logo you use in your banner is consistent with the one you use everywhere else
- The colours you use on your banner should be in keeping with your logo and any other company colours you have
- If you've included images within your banners:
 - o Please make sure they're your own images, or you've purchased the stock images. You cannot use images sourced from Google
 - o They should also be relevant to your message and consistent with your brand identity
 - o They need to be good quality images
- We'll publish your banner as it's provided by you (as long as it meets all required guidelines), so please consider the overall quality of the banner on the screen before you send to us. The overall size of the banner needs to be within our file size guidelines (see pages 5 and 6); if you're not sure how to meet these, we will work with you to compress the banner to meet the required file size(s)

Text/message:

- 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

Rules:

- If you're making any claims on your banner advert, you'll need to provide us with confirmation in writing that you hold substantiation on file in the event of someone challenging any claims with the ASA
- If there're any offers, promotions or competitions included in your banner adverts - terms and conditions will need to be included or be accessible from one click away
- There can't be any reference to any competitors in a negative way. Also, the banners cannot link through to anything that reflects poorly on OnTheMarket, the property industry, or that contains any offensive information or is hosted by competitor websites
- No other property portal logos can be used on your banner adverts
- Our logo can't be used on your banner adverts, as we can't be seen to be endorsing any specific agent

What we need:

- Your banners in the relevant sizes for your campaign:
 - o Local Agent – banner to be provided in three different sizes (see page 5)
 - o Property Alert – banner to be provided in one size (see page 6)
 - o Activator – banner to be provided in three different sizes (see page 7)
- The URL(s) you would like the banner(s) to click through to
- The URL for your mortgage link, if you have purchased the Mortgage Activator Package

Local Area Banners

A Local Area Banner campaign allows you to showcase your brand within the local search results of your choice. This allows you to target home-movers as well as current or prospective vendor and landlord clients in the market.

Your banners 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.

How Local Area Banners work

Local Area Banner campaigns are sold for periods of one month duration and for an initial minimum period of three months.

Dimensions

Banner creatives should be provided to us in three sizes so they can be displayed on all devices:

Large (desktop) - 800 (w) x 120 (h) pixels. Maximum file size 128KB

Medium (tablet) - 534 (w) x 104 (h) pixels. Maximum file size 128KB

Small (mobile) - 270 (w) x 90 (h) pixels. Maximum file size 64KB

All files should be in **JPEG, PNG** or **GIF** format.

Once received, the banners will be reviewed by one of our team to ensure they meet advertising standards.

Banner creatives may be changed once each month.

Please note: it is recommended to keep design and wording simple and clearly legible, keeping in mind that type size on mobile will be small.

Local area banner on search results page:

The screenshot displays the OnTheMarket search results page for Manchester and surrounding towns and villages. At the top, there are navigation links for 'Value my home', 'Buy', 'Rent', 'Agents', and 'New homes', along with a 'Sign in' button. A prominent banner asks 'How much is your home worth?' with a 'Start instant valuation' button. Below this, there are filters for location, radius, price, bedrooms, property type, wish list, and filters. Three featured banners are visible: 'Only With Us' (3 properties), 'Ask The Agent' (10 properties), and 'Reserve Buyers List' (10+ properties). The main search results show several property listings, each with a 'Spotlight Property' banner. One large banner features a '3 bedroom semi-detached house for sale' in Sale, M33, priced at £385,000, with a 'Marketed by Thornley Groves - Sale' badge. Other smaller banners include '3 bedroom townhouse for sale' in Newton Heath, Manchester, M40, priced at £160,000, and '3 bedroom semi-detached house for sale' in Blackley, Manchester, M9, priced at £185,000. A dark banner at the bottom of the results area reads 'We have been selling and letting property locally for over 50 years. Find out more.' with an 'Estate Agent' badge. The bottom row shows more property listings, including a '3 bedroom terraced house for sale' in Blackley, Manchester, M9, priced at £300,000, and a '2 bedroom terraced house for sale' in Greater Manchester, priced at £165,000.

Property Alert Banners

A Property Alert Banner campaign allows you to showcase your brand and message to the most valuable and motivated audience of property seekers who have registered to receive property alerts.

It's another way to achieve differentiation and stand-out and to demonstrate to vendors and landlords what special treatment you're able to offer in the presentation of their properties.

Property Alert Banners are linked to specific saved search terms for property alerts.

Only one banner will appear on any alert and you can change the creative each month. You can choose to have separate banners for each of your branches, and separate ones for sales and lettings.

How Property Alert Banners work

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

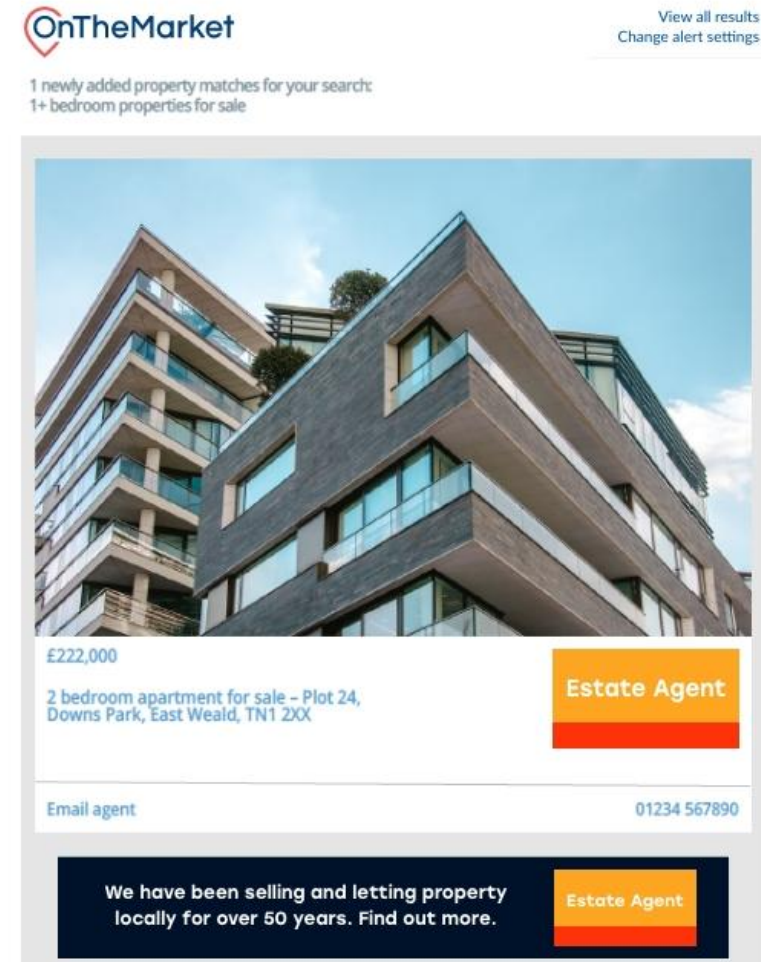
Banner creatives should be provided to us in the following size:

575 (w) x 102 (h) pixels in JPEG, PNG or GIF format and no larger than 64KB.

Once received, the banners will be reviewed by one of our team to ensure they meet advertising standards.

Banner creatives may be changed once each month.

Property alert banner within a property alert email:



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.

How Activator Banners work

Activator banner campaigns are sold for periods of one month duration and for an initial minimum period of three months.

Dimensions

Banner creatives should be provided to us in the following sizes:

Leaderboard: 728 (w) x 90 (h) pixels (visible on desktop and tablet)

Mobile leaderboard: 320 x 50 (visible on mobile)

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

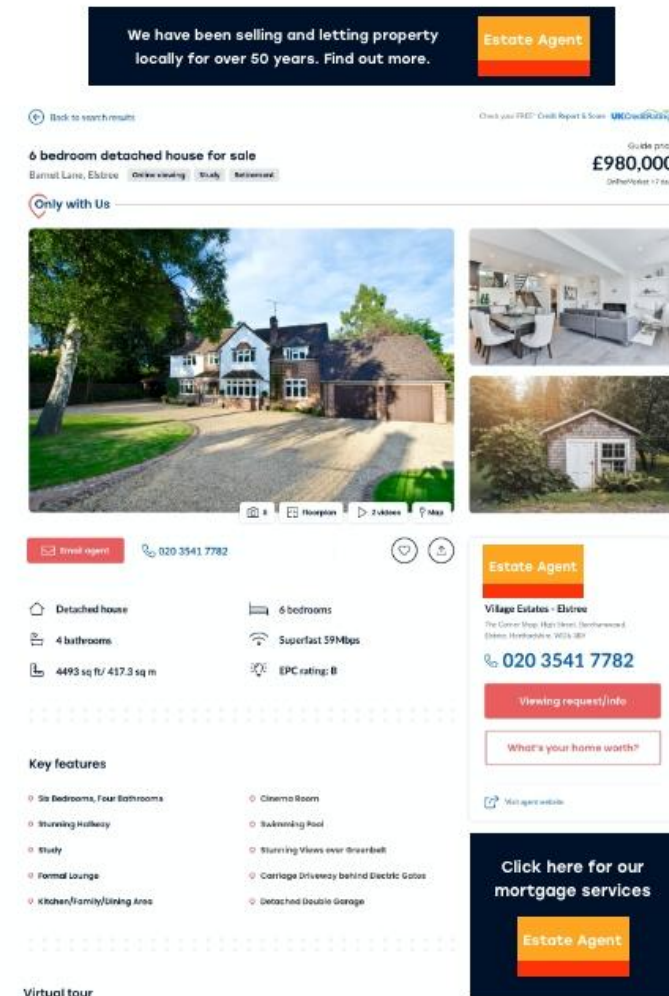
All files should be in **JPEG, PNG** or **GIF** format.

Files should not exceed **1MB**.

Creative should not include your direct contact details, i.e. please use your vox number assigned to your branch.

Once received, the banners will be reviewed by one of our team to ensure they meet advertising standards.

Activator campaign on a property listing page:



Fees and commission rules and regulations

You can include details of fees and commissions within your digital advertising as long as the advertising complies with the Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (“CAP Code”) and The Property Ombudsman Code of Practice, and as long as it doesn’t reference specific third parties.

Please note: To meet the Advertising Standards Authority requirements, your adverts need to be “legal, decent, honest and truthful”. Please also remember if you’re making any claims on your banner advert, you will need to provide us with confirmation in writing that you hold substantiation on file in the event of someone challenging any claims with the ASA.

VAT

The CAP Code and The Property Ombudsman Code of Practice require that quoted prices include non-optional taxes, duties, fees and charges that apply to all or most sellers, buyers, landlords and tenants. If a fee is expressed as a percentage or as a flat rate, it should include VAT.

Sales example

- Percentage sales fees should be adjusted to include the current rate of VAT, as well as a note to say VAT is included
- Flat-rate sales fees should be adjusted to include the current rate of VAT, as well as a note to say VAT is 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 the VAT cost is being absorbed by you, you can say “We will pay the VAT” but the advert still needs the disclaimer, “Reduction equivalent to 20% VAT on original price, VAT is still applicable and will be shown on the invoice.”
- You may be exempt from VAT in the first year of operating. If this is the case, “No VAT” can be used, but a caveat explaining why you’re exempt from VAT must be included

No fee and Free service offering

- Any reference to a “free” or “no fee” service can only be used when absolutely no charges are to be expected for the service. Should your offering of a free or no fee service be linked to any hidden charges, these should be made clear. If this is a part of a limited offer or incentive, please look at the section on ‘Offers, incentives and yields’.

Free service example

If you're offering "free letting agency services" you're not able to charge any form of administration fee. Please be sure to comply with the rules of The Tenant Fees Act which bans upfront letting fees to tenants.

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
- 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 or testimonials

- Are there any claims or testimonials in the advert? If there are, you have to 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.
 - o 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
 - o 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
 - o 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.