

# Activator Package

The Activator Package allows you to add display advertising to your property full details pages, creating more opportunities and promoting your brand to potential buyers.

## Features

The package consists of two adverts – a leaderboard and MPU advert that will appear on every property full details page listed for your development.

You can use different creative for each advert and these can be changed monthly.

Unique creative per advert gives you the opportunity to market both your brand and the development.

Each advert can link through to a URL of your choice.

The screenshot displays a property listing for a 2-bedroom apartment for sale at 9 Fox Road, London, SW17, priced at £680,000. The page features several key elements:

- Top Banner:** A blue banner with the text "New phase coming soon!" and a "Developer" button. Below it is a link "Click here to find out more".
- Property Details:** The listing includes the title "2 bedroom apartment for sale", the address "9 Fox Road, London, SW17", and the price "£680,000". It also features a "Back to search results" link and a "Request details" button with the phone number "020 1234 5678".
- Property Images:** A grid of images showing the exterior of the building, an interior living area, and a kitchen.
- Property Information:** A section with icons for "Apartment", "2 bedrooms", and "2 bathrooms".
- Key features:** A list of features including "Two double bedrooms", "Open plan kitchen dining room", "No onward chain", "Private balcony", and "London Skyline views".
- Property description:** A short paragraph describing the apartment's location and features, with a "Show full description" link.
- Right-hand Side:** A "Developer" section with the text "Developer", "10 High Street, London, SW18", the phone number "020 1234 5678", a "Request details" button, and a "Visit developer website" link. Below this is another "Developer" button with the text "We have a range of schemes available. Click here to find out more".

## How does it work?

Banner creatives should be provided in the following sizes as JPEG/PNG/GIF or HTML5 (HTML5 to be supplied in zip file):

- Leaderboard advert: 728(w) x 90(h) pixels (desktop & tablet)
- Mobile leaderboard advert: 320(w) x 50(h) pixels
- MPU advert: 300(w) x 250(h) pixels (visible on desktop, tablet & mobile)

Please note: The adverts will only display on the OnTheMarket website, not on the OnTheMarket app