

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 and renters.

Features

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

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

Unique creative per advert gives you the opportunity to target different services. For example, valuations, auctions, insurance and conveyancing.

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

The cost stays the same, no matter how many properties you have listed with us.

We can limit the adverts to either sales or lettings properties if needed.

The screenshot displays a property listing for a 2-bedroom apartment for sale at £680,000. The page features two prominent advertisements from 'Estate Agent'. The top ad is a dark blue banner with white text: 'We have been selling and letting property locally for over 50 years! Find out more.' Below this, the main listing area includes a large photo of the building, a grid of interior photos, and a sidebar with contact information (020 1234 5678) and a 'Request viewing/info' button. A second ad is located at the bottom right of the listing area, featuring a dark blue button that says 'Click here to arrange a property valuation today'.

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