

Local Area Banners

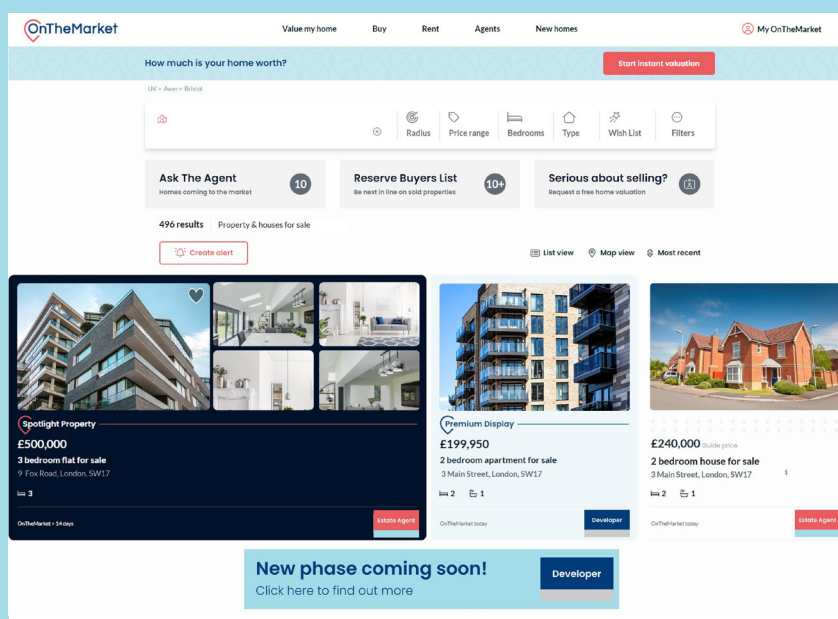
By running a Local Area Banner campaign you can build your brand presence by advertising your developments prominently in the local search results of your choice.

Features

Your banner will appear in a prominent position within the search results, ensuring that your brand 'stands-out' among others in your chosen areas.

The banner will link through to your website or development webpage where you can promote your services directly to potential buyers.

You also have the flexibility to change the banner each month, allowing you to promote a variety of your developments' unique benefits.



The screenshot shows the OnTheMarket website interface. At the top, there are navigation links: 'Value my home', 'Buy', 'Rent', 'Agents', and 'New homes'. A search bar is present with the text 'How much is your home worth?' and a 'Start instant valuation' button. Below the search bar, there are filters for 'Radius', 'Price range', 'Bedrooms', 'Type', 'Wish List', and 'Filters'. There are also three promotional cards: 'Ask The Agent' (10 homes coming to the market), 'Reserve Buyers List' (Be next in line on sold properties), and 'Serious about selling?' (Request a free home valuation). The main search results show '496 results' for 'Property & houses for sale'. A banner for a new development is prominently displayed, featuring a 'New phase coming soon!' message and a 'Developer' button. The banner includes a 'Click here to find out more' link.

New phase coming soon!

Click here to find out more

Developer

How do they work?

Banner creatives should be provided to OnTheMarket in three sizes so that they can be displayed on all devices. The required sizes are:

- Large: 800(w) x 120(h) pixels. Max. file size 128kb
- Medium: 534(w) x 104(h) pixels. Max. file size 128kb
- Small: 270(w) x 90(h) pixels. Max. file size 64kb