

# Property Alert Banners

A Property Alert Banner campaign allows you to showcase your development to a valuable audience of property seekers who have asked to receive alerts from us when new, relevant properties come onto the portal in the same area as your development.

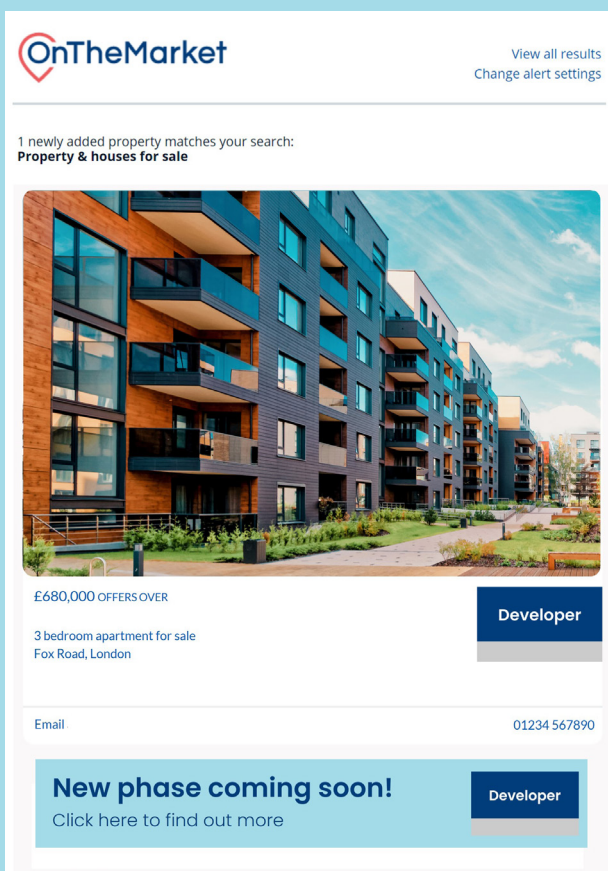
## Features

Your banner will appear on emails sent to our customers who have asked that we alert them to new properties. It is a highly targeted audience.

These individuals are active property seekers and the property alerts provide a great opportunity for you to put your development in front of them.

The banner can be changed monthly to keep your message fresh.

Only one banner will appear on each email to ensure focused exposure of your development and offering.



The screenshot shows an email alert banner from OnTheMarket. At the top left is the OnTheMarket logo, and at the top right are links for "View all results" and "Change alert settings". Below the logo, it states "1 newly added property matches your search: Property & houses for sale". The main content features a large image of a modern apartment building with balconies. Below the image, the text reads "£680,000 OFFERS OVER" and "3 bedroom apartment for sale Fox Road, London". To the right of this text is a dark blue button labeled "Developer". Below the image and text, there is an "Email" field containing the number "01234 567890". At the bottom of the banner, there is a light blue section with the text "New phase coming soon!" and "Click here to find out more", with another dark blue "Developer" button to the right.

## How do they work?

You can choose how many email alerts you would like your development to appear on each month (in multiples of 1,000). It's a monthly contract for an initial minimum period of three months.

Banner creatives should be provided in the following size:

- Email: 575(w) x 102(h) pixels in JPEG format and no larger than 64kb