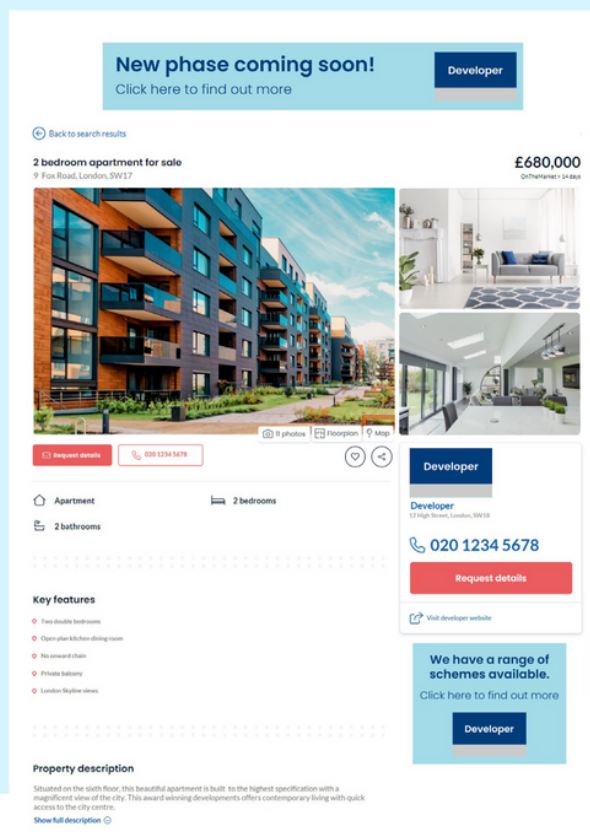


# Activator

The Activator 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



## 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)

