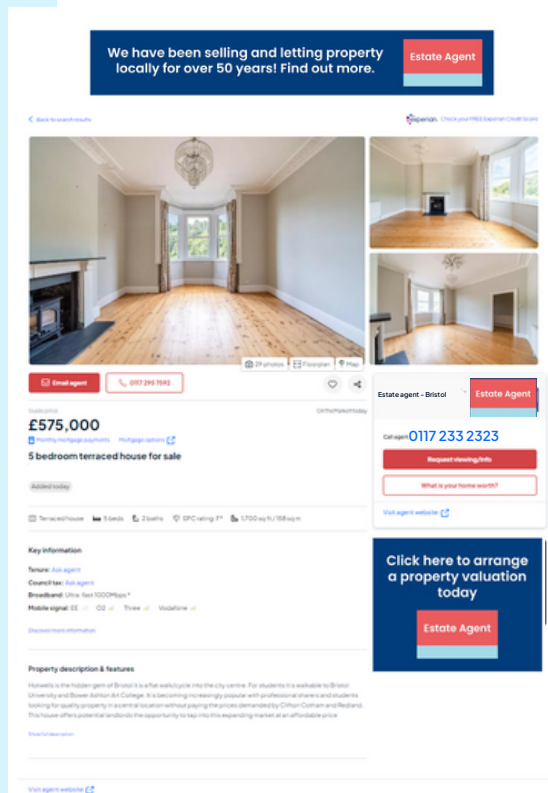


Activator

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

Features

- Promote your business in two locations onsite with a leaderboard and MPU advert on every property full details page.
- Target different services by using different creatives for each advert and changing the design monthly. For example, valuations, auctions, insurance and conveyancing.
- Each advert links through to a URL of your choice.
- The cost stays the same, no matter how many properties you have listed with us.
- The adverts can be limited to sales or lettings properties if needed.



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)

