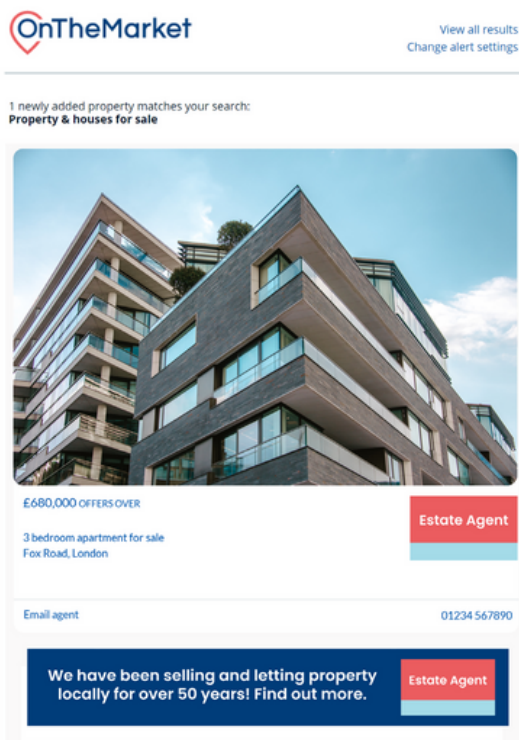


# Property Alert Banners

A Property Alert Banner campaign gives you the benefit of showcasing your brand and message to a valuable audience of property seekers who are searching in your local area and have registered to receive property alerts from us when new relevant properties come onto the portal.

## 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 brand 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 brand and offering.
- It is possible to buy all available banners and dominate an area - again, great for those agents without a high street presence in a particular town or village. Are there any areas where you are looking to increase your market share or local awareness?



The screenshot shows an email alert banner from OnTheMarket. At the top left is the OnTheMarket logo. To the right are links for 'View all results' and 'Change alert settings'. Below this, a message states '1 newly added property matches your search: Property & houses for sale'. The main content features a photograph of a modern apartment building. Below the photo, text reads '£680,000 OFFERS OVER', '3 bedroom apartment for sale', and 'Fox Road, London'. A red 'Estate Agent' button is positioned to the right. At the bottom left, it says 'Email agent' and '01234 567890'. A dark blue footer banner contains the text 'We have been selling and letting property locally for over 50 years! Find out more.' and another red 'Estate Agent' button.

## How does it work?

You can choose how many email alerts you would like your brand to appear on each month (in multiples of 1,000). It is 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