

Guidelines to create your property showcase press advert

Please note: This is a template to be copied and created by yourselves. Please do not print and use as is.

Blue outer frame:

A blue frame contains the headline, logos and individual property adverts. The blue must be PMS 302 or CMYK 100, 71, 39, 34. The blue panel at the top of the ad should occupy the same vertical proportion of the page and comfortably accommodate the headline and the OnTheMarket.com logo as in the example shown on the next page.

White panel:

A white panel should run across the ad, behind the property adverts. This panel should comfortably contain the property squares and the distance between the squares. The blue background should be equalized left, right and below.

Headlines:

Please use the headline 'property choice', in white out of the dark blue with the OnTheMarket.com map marker replacing the 'o' of 'choice'. This is available to download as a logotype from the [Marketing page](#).

Main sub-head:

Please use the subhead supplied, set in AG Rounded Bold at a size that sits comfortably in the white box.

Small map marker graphics:

The smaller map markers should be used on the blue background, as shown, to add visual interest to the execution. They can be used in three sizes and three different opacities (30%, 50%, 75% of solid) and should be placed to deliver a balanced design and without interfering with, or detracting from, the other visual elements. These are available as separate elements as .png or .eps files on the [Marketing page](#).

Property boxes:

Each property should appear in an equal size panel, in this example they measure 62mm by 67.5mm. The picture area should also carry your company's logo, sized and positioned as per your own guidelines. When more than one agent has featured properties, please ensure that all logos are correctly used. The copy area should have a subhead, running copy and contact details sized as shown in the example.

Legal text:

Please ensure that the legal text from the examples appears exactly as supplied below, in the same position and using Arial MT Condensed 9pt.

The legal text is:

Agents' Mutual Limited – A company limited by guarantee. Company No: 8381458. Registered in England & Wales. OnTheMarket.com is a registered trade mark of Agents' Mutual Limited, a wholly owned subsidiary of OnTheMarket plc. Registered Office: PO Box 450, 155-157 High Street, Aldershot GU11 9FZ, England.

property choice from OnTheMarket.com

The place to view hundreds of thousands of properties from estate and letting agents across the UK

Each listing includes:

- Property photo
- Agent logo (e.g., Cleo, COOPER & TANNER, Knight Frank, CARVER, Pointens, STAGS, wright, Wychwood)
- Price: £X00,000
- Location: Town, County
- Text: Lorem Ipsum is simply dummy text of the print and typesetting industry. Lorem Ipsum has been the industry standard dummy text.
- Contact: office location 01234 567890

Set up an instant property alert today at OnTheMarket.com

Agents' Mutual Limited - A company limited by guarantee. Company No: 8561468. Registered in England & Wales. OnTheMarket.com is a registered trade mark of Agents' Mutual Limited, a wholly owned subsidiary of OnTheMarket plc. Registered Office: PO Box 480, 105-107 High Street, Aldershot GU11 8TZ, England.

Headline:
AG Book
Rounded
Regular
55.682pt

White
panel

**Main
subhead:**
Font AG
Rounded
Regular
16pt

White bars
at least
2mm

Space around
box is the
same to the
left, right and
below

Background
map
markers

AG
Rounded
Regular
17pt

Arial MT
condensed
Regular 7pt

78mm

Image:
Colour: CMYK
Resolution: 300dp
formats: tif, eps, jpeg



45.8mm

Helvetica Bold 10pt

Town,
County

£X00,000

Helvetica Regular 8pt

Lorem Ipsum is simply dummy text of the
print and typesetting industry. Lorem Ipsum
has been the industry standard dummy text.

Helvetica Bold 8pt

Contact: office location 01234 567890

32.2mm