

## **Guidelines to create your multi-agent showcase press advert (new & exclusive)**

This template advert needs to appear in colour and consists of an overall blue background with one white panel in the middle section (with a map marker placed on the right hand side), and one small white panel at the bottom for the legal text.



### **Top panel – Headline**

*Please note: This headline is only to be used if the agents participating in this advert have chosen different 'other' portals - with some on Rightmove and some on Zoopla.*

Please use one of the following headlines, if the above is the case:

**the only place to view what's on the market with all these local agents**

**the only place to view all the properties from all these local agents**

Or if the 'other' portal is only Zoopla or Rightmove, please use the following headline:

**where can you find all the properties from all these local agents?**

This headline needs to be set as large as it can comfortably go within the space left by the middle white panel.

The headline font is VAG Rounded typeface, white. While the dark blue background panel is PMS 302 or CMYK 100, 71, 39, 34.

### **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.

### **Middle panel**

This panel needs to be white. Where a group of agents' logos are used, they should run at a good size in a row on the left hand end of the panel in alphabetical order.

On the right hand side of the white panel, a map marker with the copy "FIND NEW & EXCLUSIVE PROPERTIES HERE", in white out of the red centre circle, needs to be placed so that the bottom of the pointer is aligned with the midpoint of the copy column. It should be sized so that half the height of the pointer overlaps the lower dark blue panel and around 2/3 of the outer light blue ring overlaps into the upper dark blue panel. In cases where this is unfeasible due to width restrictions, please use your discretion and aim to produce a well-balanced design.

The map marker is available as a separate file, complete with the correct wording, on the marketing page.

### **Bottom panel**

Body copy to be AG Book Rounded Regular 11pt (13.2pt leading, line spacing, Para spacing 3mm).  
The copy to be included in this panel is:

OnTheMarket.com is the simple, modern way to search hundreds of thousands of properties – including all the properties from all these agents.

Thousands of estate and letting agents are advertising at OnTheMarket.com. We get thousands of new properties every month, 24 hours or more before Rightmove or Zoopla.

If you're looking to buy or rent, make sure you don't miss out - set up an instant property alert today.

### **Set up an instant property alert at OnTheMarket.com ribbon**

This is provided as a separate file on the Marketing page. The left end of this ribbon needs to align with the left edge of the advert, with the centre of the map marker aligning with the left edge of the body copy.

### **Legal text**

Please ensure that the legal text from the examples appears exactly as supplied, in the same position and using Arial MT Condensed 6.5pt.

The legal text is:

See [onthemarket.com/newandexclusive](http://onthemarket.com/newandexclusive). Agents specify exclusivity and are committed to accuracy under terms of use. Agents' Mutual Limited – A company limited by guarantee. Company No: 8381458. Registered in England & Wales. OnTheMarket.com and its logo are registered trade marks of Agents' Mutual Limited, a wholly owned subsidiary of OnTheMarket plc. Registered Office: PO Box 450, 155-157 High Street, Aldershot GU11 9FZ, England.