

## **Guidelines to create your multi-agent showcase press advert (logos)**

This template advert needs to appear in colour and consists of an overall blue background with one white panel in the lower middle section and one small white panel at the bottom for the legal text. The size of the white marker in the middle can be varied slightly to accommodate the agents' logos.



### **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 above the logo map marker.

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. 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.

### **Logo map marker**

This needs to be placed on at the right side of the white panel so that the top of the white copy panel intersects with the widest part of the marker. The marker should crop off the edge of the ad as shown and be vertically centered between the bottom of the headline and the top of the OnTheMarket.com logo. The agents' logos should run at a good size in alphabetical order in rows within the white map marker.

The white map marker is available as a separate file on the marketing page.

### **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.