

Guidelines to create your multi-agent showcase press advert

This template advert needs to appear in colour and consist of an overall blue background with two white panels, one in the middle and a small one at the bottom for the legal text. The size of the white panel in the middle can be varied to accommodate the agents' logos.



Top panel – Headline / Map marker

Please use the relevant supplied headline, set as large as it can comfortably go within the space left by the white middle panel. The logo should be centered underneath the text, as seen in the example.

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

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 across the panel in alphabetical order.

Bottom panel

Body copy to be AG Book Rounded Regular 11pt (13.2pt para spacing). The copy to be included in this panel is:

OnTheMarket.com is the simple, modern way to search hundreds of thousands of properties.

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.

New & exclusive properties ribbon

This is provided as a separate file on the Marketing page. The top of this ribbon needs to be level with the top of the body copy, with the left end of this ribbon aligning with the left edge of the advert.

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. 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 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.