# Your Rightmove Product Guide

In this document you will find each product in situ on Rightmove along with the full name and abbreviation of the products.



# Local Homepage

(File name abbreviation: \_LHP)

r	ightmove <sup>Q</sup>		Buy Rent	Find Agent House Pri	ices Commercial Overseas Sigr	nin 🙎
Property for sale in your area						
	Search radius This area only		▼ Property type	Any ▼		
	Price range (£)	No min ▼	No max	▼ Added to site	Anytime	
	No. of bedrooms	No min ▼	No max	•	Include Under Offer, Sold STC (?)	
					Find properties	
Local Homepage (1997)						
	Your Bar	nner				
	This site: Site Map Help Terms of Use & Privacy Policy Cookies we use Safety and Security					
	Rightmove PLC:   About Rightmove PLC   Contact Us  Rightmove for professionals:   Agents and developers   Rightmoveplus					
	Rightmove for profession	onals: Agents and deve	lopers   Rightmove	pius		

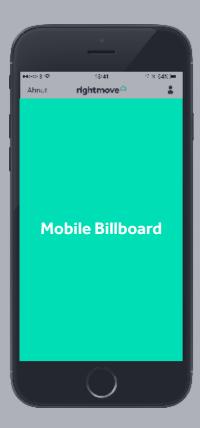
### What is it?

Use Local Homepage to place eye-catching, targeted adverts in search areas chosen by you. It's the largest advert space on Rightmove and can be used for campaigns and branding in the same way as a billboard on the High Street.

## Mobile Homepage & Billboard

(File name abbreviation: \_MHP)



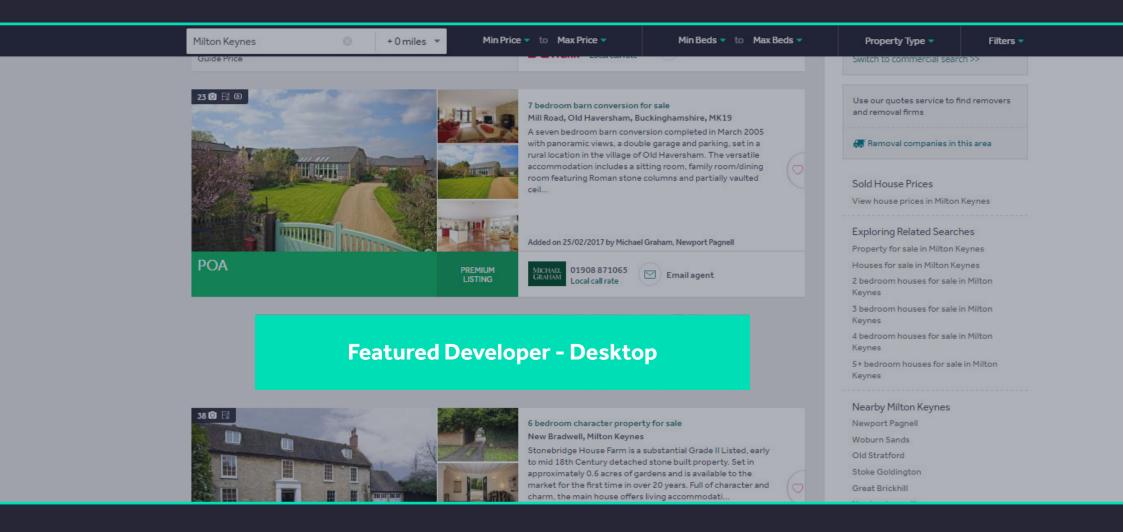


#### What is it?

Use Mobile Homepage to place eye-catching, targeted adverts in search areas chosen by you. The banner together with the Billboard are the largest advert space on Rightmove mobile and can be used for campaigns and branding in the same way as a billboard on the High Street. Your Mobile Homepage appears on mobile apps once the user has performed a search for a particular location. If you have a Mobile Billboard this can be accessed when users tap on your Mobile Homepage Banner.

### Featured Developer - Desktop

(File name abbreviation: \_FD)

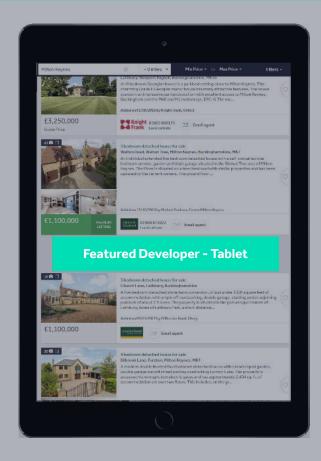


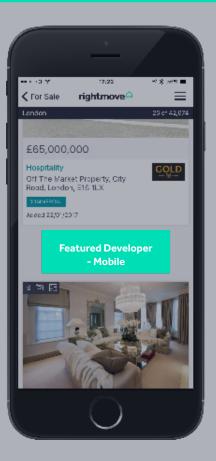
#### What is it?

Featured Developer gives you a flexible branding slot on the busiest page on Rightmove. It can be used to communicate key messages and can link directly to your website.

### Featured Developer - Tablet & Mobile

(File name abbreviation: \_FD)



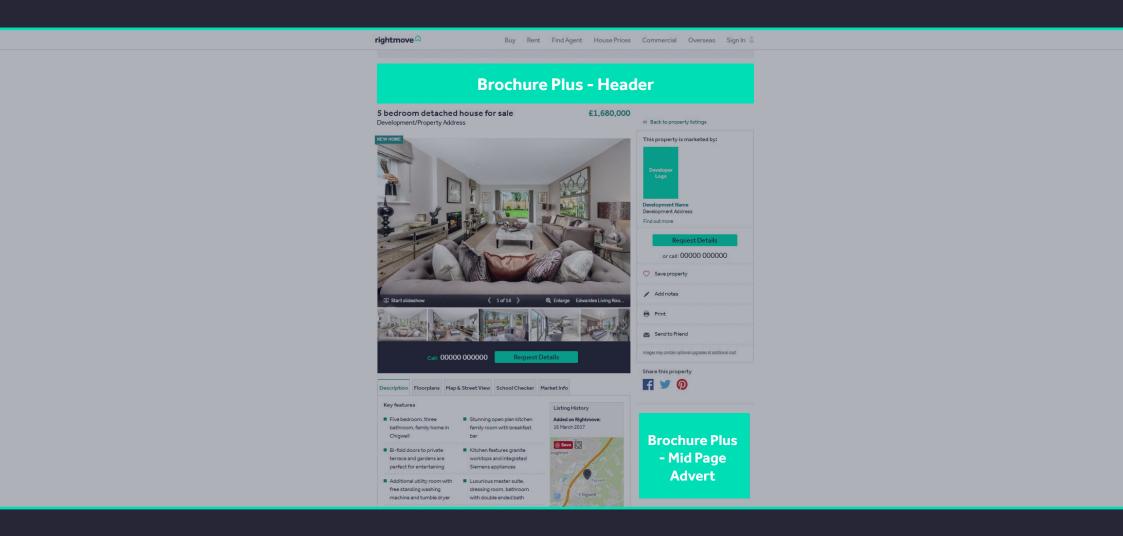


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### **Brochure Plus**

(File name abbreviation: \_Header & MPA)

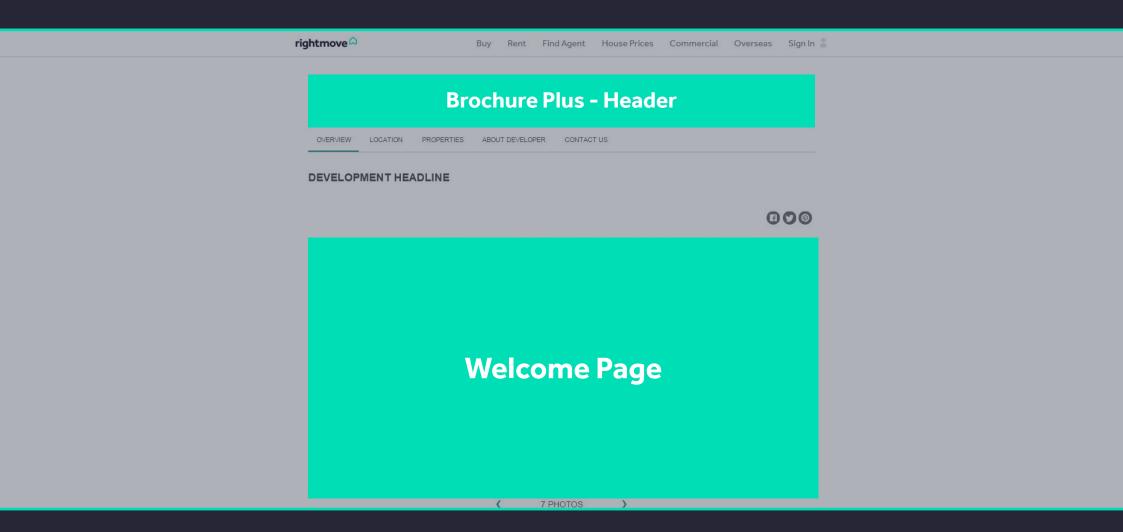


### What is it?

A self contained website to advertise your developments and promote the lifestyle of a location - your own space on Rightmove.

### Microsite - Welcome Page

(File name abbreviation: \_WP)

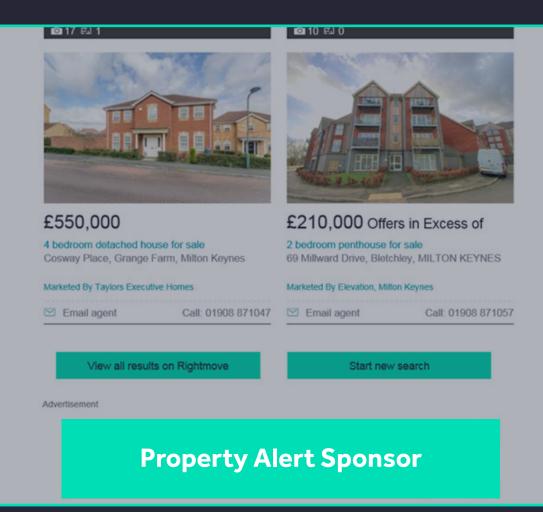


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## **Property Alert Sponsor**

(File name abbreviation: \_PAS)



#### What is it?

A banner advert in email alerts that gets your development in front of a very motivated audience.