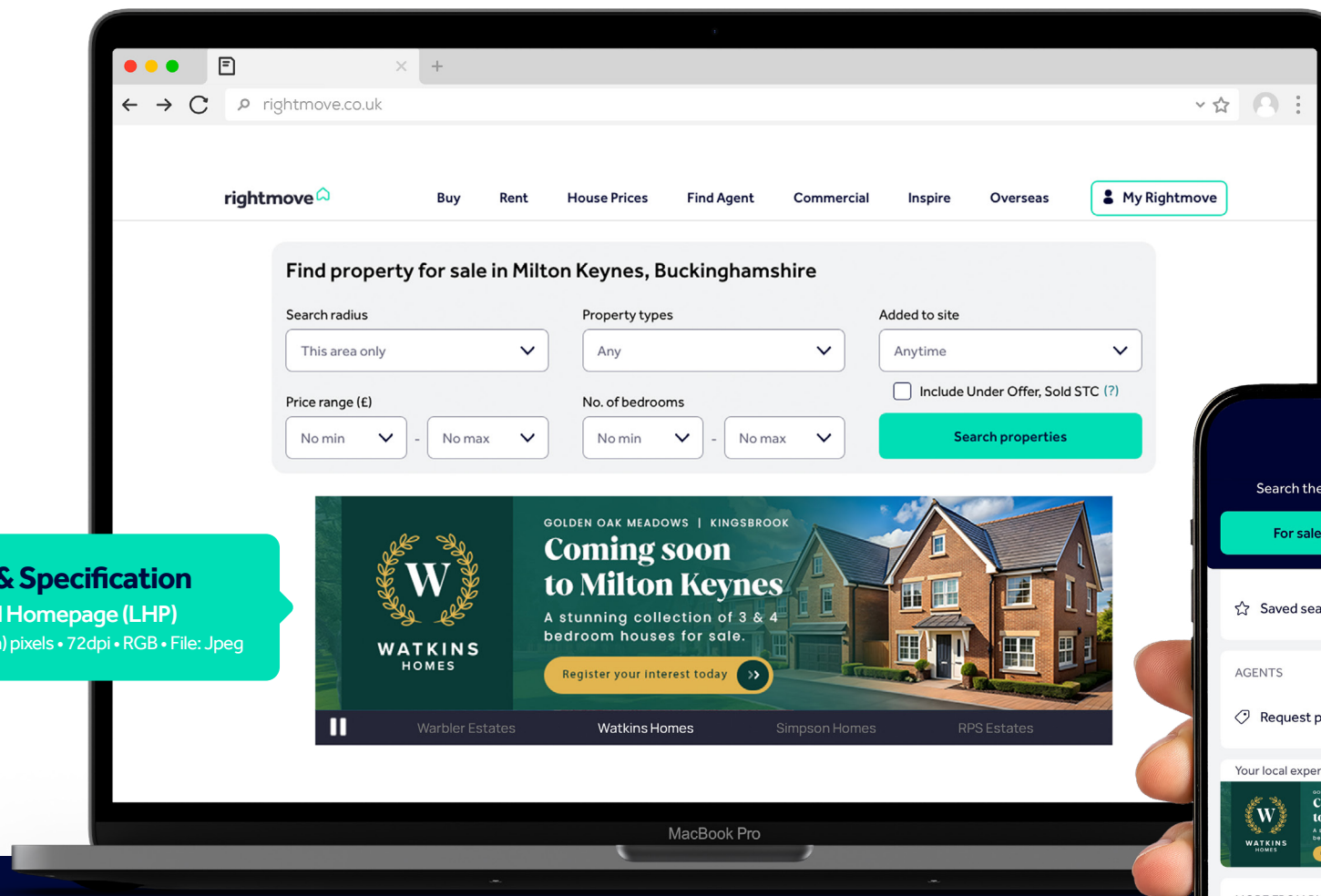


# Your Rightmove Product Guide

In this guide you will find a break down of each product in-situ on site,  
along with the full name and abbreviation of the products



### Size & Specification

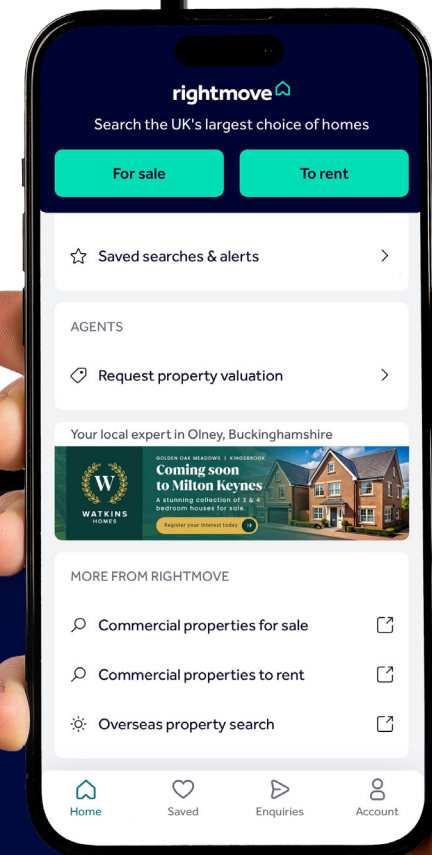
#### Mobile Homepage (MHP)

1536 (w) x 410 (h) pixels  
72dpi • RGB • File: Jpeg

### Size & Specification

#### Local Homepage (LHP)

900 (w) x 240 (h) pixels • 72dpi • RGB • File: Jpeg

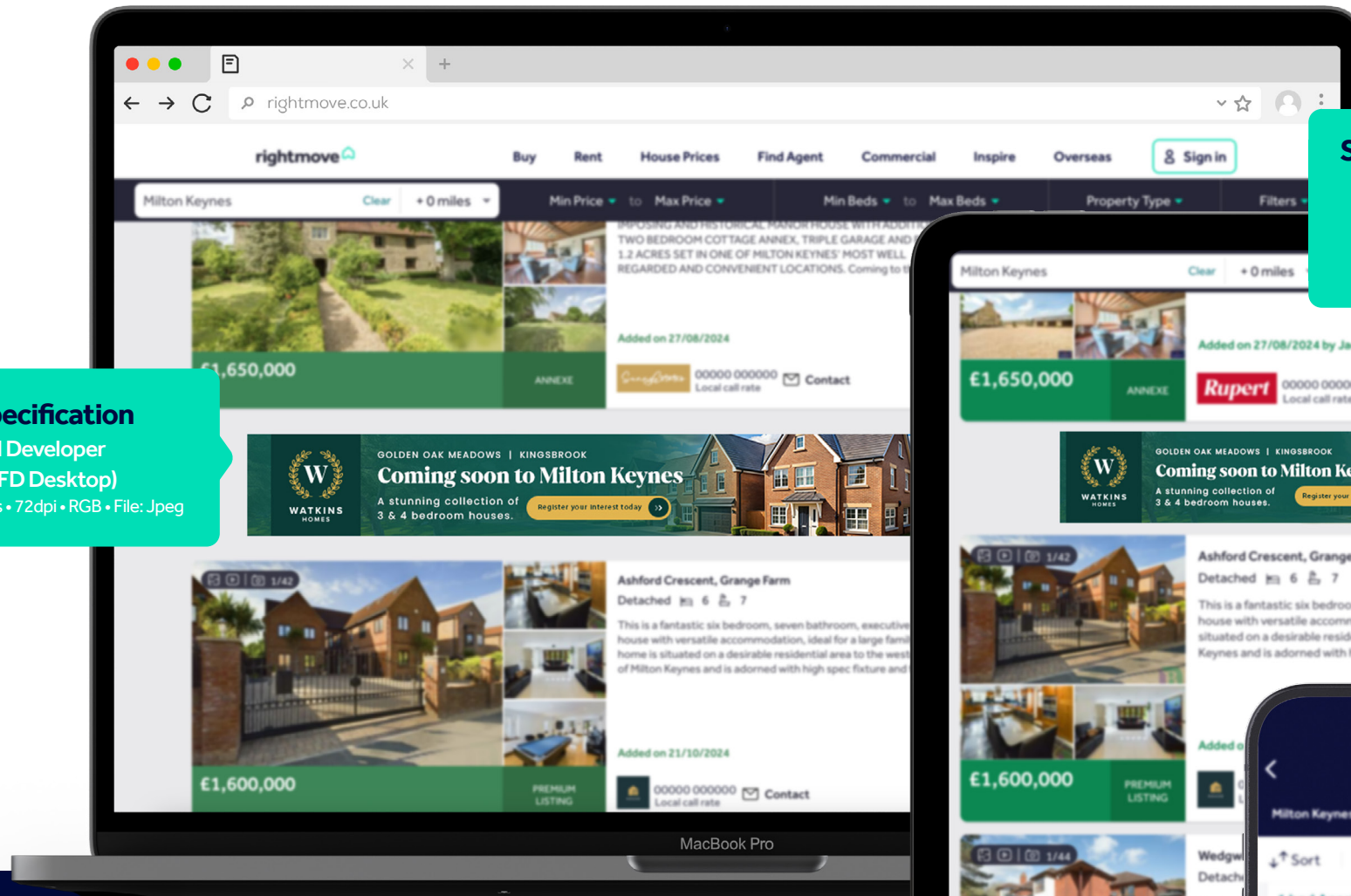


## Local & Mobile Homepage | Abbreviation: 'LHP' and 'MHP'

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

### + Design Information

The Local Homepage banner displays for 5 seconds before rotating on to another ad. Stick to one straightforward message and one call to action (if you're using one).



### Size & Specification

Featured Developer  
Desktop (FD Desktop)

800 (w) x 120 (h) pixels • 72dpi • RGB • File: Jpeg

### Size & Specification

Featured Developer  
Tablet (FD Tablet)  
534 (w) x 104 (h) pixels  
72dpi • RGB • File: Jpeg

## Featured Developer | Abbreviation: 'FD'

This advertising banner 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.

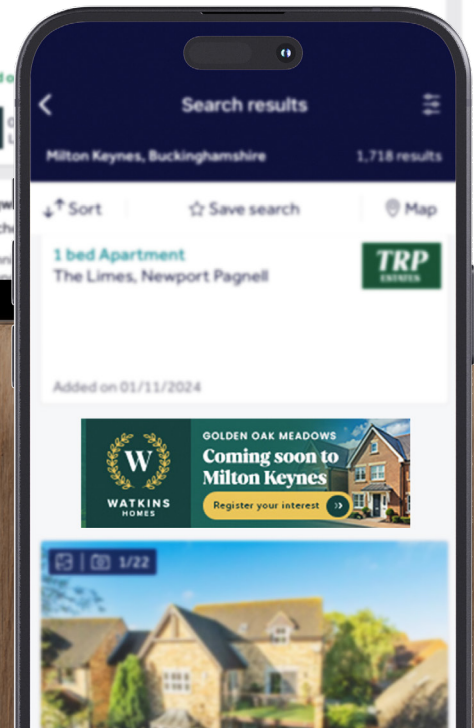
### + Design Information

If you are creating these banners, please ensure [all 3 sizes](#) for Desktop, Tablet & Mobile devices are provided.

### Size & Specification

Featured Developer  
Mobile (FD Mobile)

270 (w) x 90 (h) pixels  
72dpi • RGB • File: Jpeg



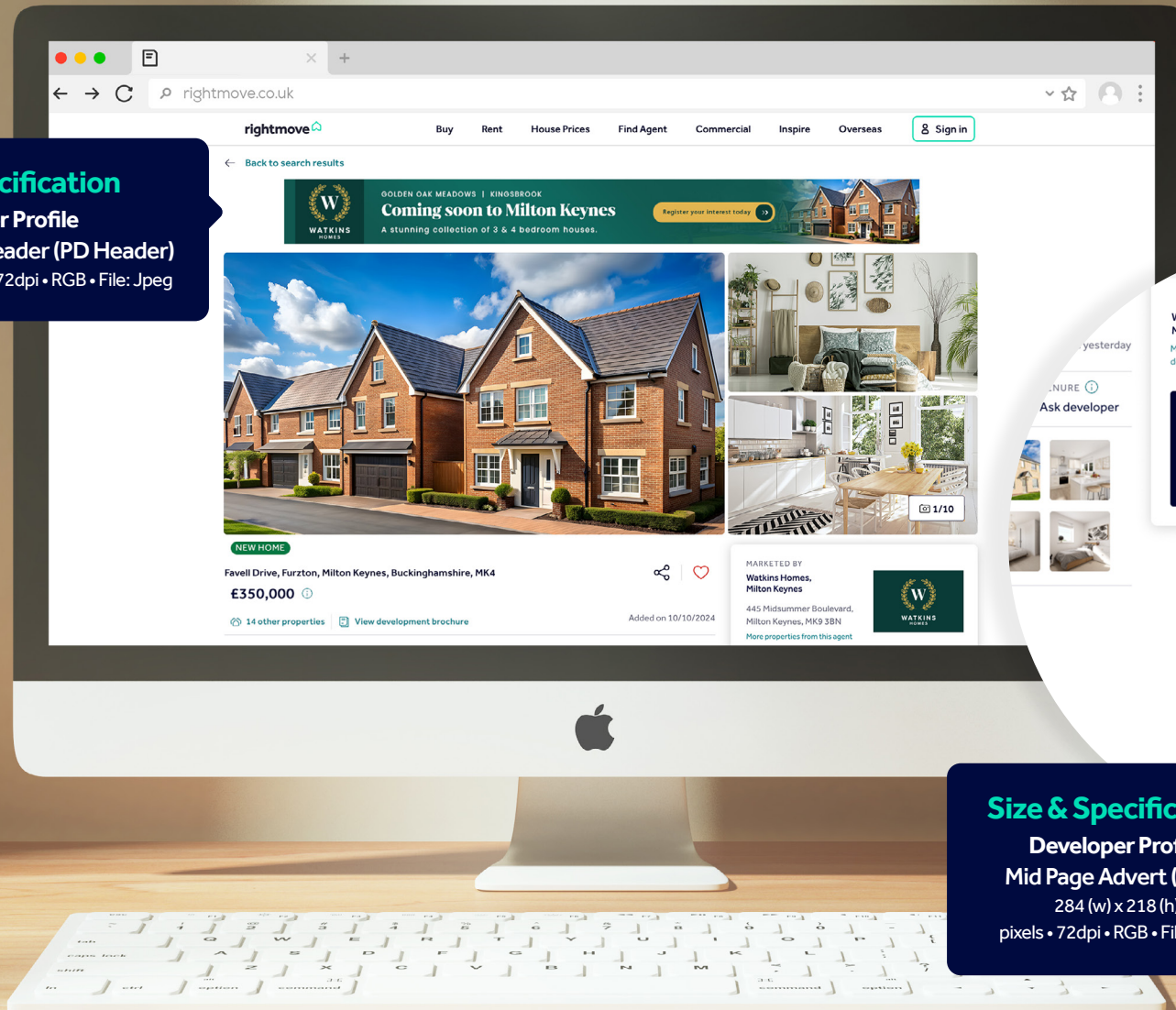


## Size & Specification

### Developer Profile

#### Property Details Header (PD Header)

980 (w) x 100 (h) pixels • 72dpi • RGB • File: Jpeg



## Size & Specification

### Developer Profile

#### Mid Page Advert (MPA)

284 (w) x 218 (h)  
pixels • 72dpi • RGB • File: Jpeg

# Developer Profile (Property Listing) | Abbreviation: 'DP'

All developer profiles include a branded 'Property Details Header' which is displayed on each specific property details page. In addition to this, a branded 'Mid Page Advert' also sits halfway down, to the right of the same page.



# Developer Carousel

Abbreviation: 'DC'

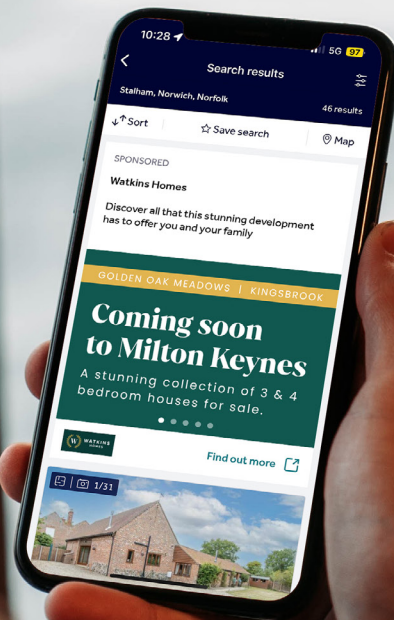
The Developer Carousel (DC) is a display based product that sits within the listings. Its appearance is similar to listings so it feels more natural to the Rightmove website.

## Size & Specification

Developer Carousel (DC)

600 (w) x 400 (h) pixels (per slide)

72dpi • RGB • File: Jpeg



## + Design Information

If you are creating this advertising, you will be required to provide 2-8 slides. We recommend **4 slides** for best engagement on site. Video can also be used as 1 slide but it is not essential.

GOLDEN OAK MEADOWS | KINGSBROOK

## Coming soon to Milton Keynes

A stunning collection of 3 & 4 bedroom houses for sale.



When displaying on Desktop there is a small white line separating the images, making it feel native to the properties on site.

This is an example of a 3 slide DC.



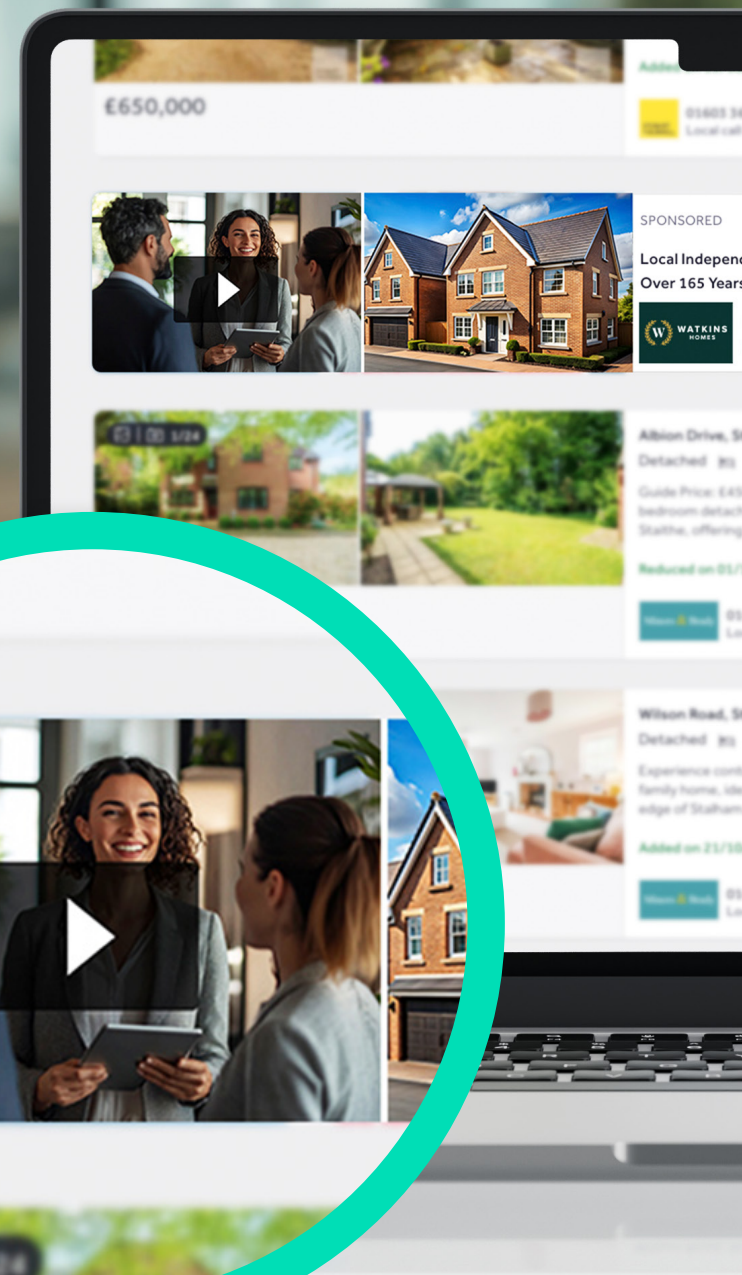
**Increase engagement, trust and visibility with video.**  
**Perfect for promoting your development.**

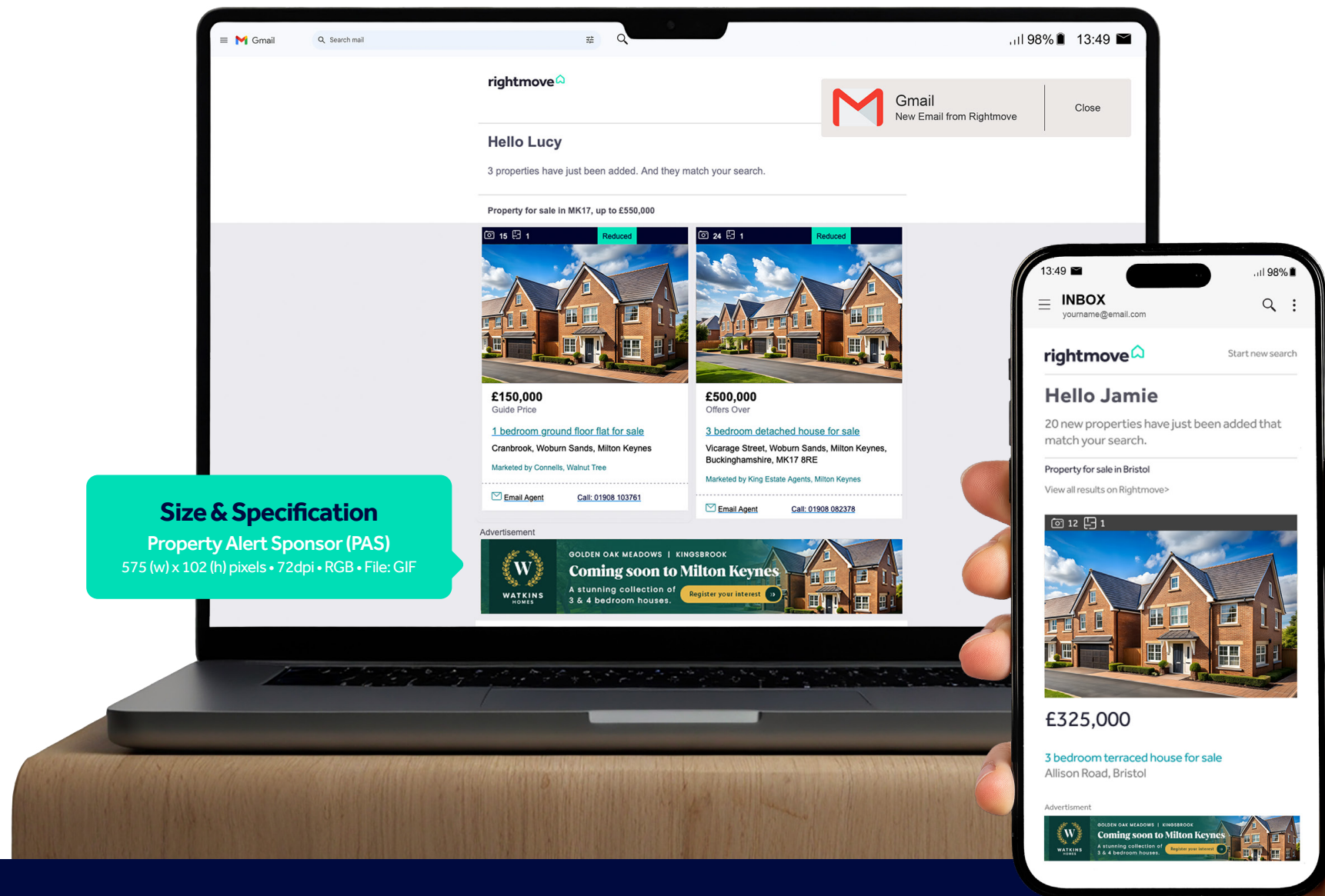
## Developer Carousel **Video Guidelines**

- Developer Carousel partners **can include a video**, but it is **not essential**
- **All videos must be provided by the partner; we cannot edit or alter** any videos
- **Video size required:** 1920 (w) x 1080 (h) pixels
- **Play button size** depends on video resolution (higher resolution = smaller play button)
- **Aspect ratio:** 3:2
- **Format:** Any (MP4 recommended)
- **Frame rate:** 29.97 FPS or 30 FPS
- **Video codec recommendation:** H.264
- **Submission:** WeTransfer or Vimeo link
- **Maximum length:** 5 minutes or 500 MB  
Best practice: Up to 30 seconds for maximum engagement
- **Content guidelines:** Videos must comply with our text content guidelines

**Please note** this product is **retargeted**

Rightmove is currently unable to make changes to the thumbnails on Developer Carousel videos.  
We advise our partners that they can make changes & add their own thumbnails through Vimeo directly, for free.





**Size & Specification**  
Property Alert Sponsor (PAS)  
575 (w) x 102 (h) pixels • 72dpi • RGB • File: GIF

# Property Alert Sponsor | Abbreviation: 'PAS'

The Property Alert Sponsor displays within email alerts to get your development in front of a highly motivated audience.

# Banner Sizes | Quick View

**Local Homepage (LHP)** 900 (w) x 240 (h) pixels • 72dpi • RGB • File: Jpeg

**Mobile Homepage (MHP)** 1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg

## **Featured Developer (FD)**

**Desktop:** 800 (w) x 120 (h) pixels • 72dpi • RGB • File: Jpeg

**Tablet:** 534 (w) x 104 (h) pixels • 72dpi • RGB • File: Jpeg

**Mobile:** 270 (w) x 90 (h) pixels • 72dpi • RGB • File: Jpeg

## **Developer Profile**

**Mid Page Advert (MPA):** 284 (w) x 218 (h) pixels • 72dpi • RGB • File: Jpeg

**Property Details Header (PD Header):** 980 (w) x 100 (h) pixels • 72dpi • RGB • File: Jpeg

**Developer Carousel (DC)** 600 (w) x 400 (h) pixels (per slide) • 72dpi • RGB • File: Jpeg (2-8 slides)

**Property Alert Sponsor (PAS)** 575 (w) x 102 (h) pixels • 72dpi • RGB • File: GIF