

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

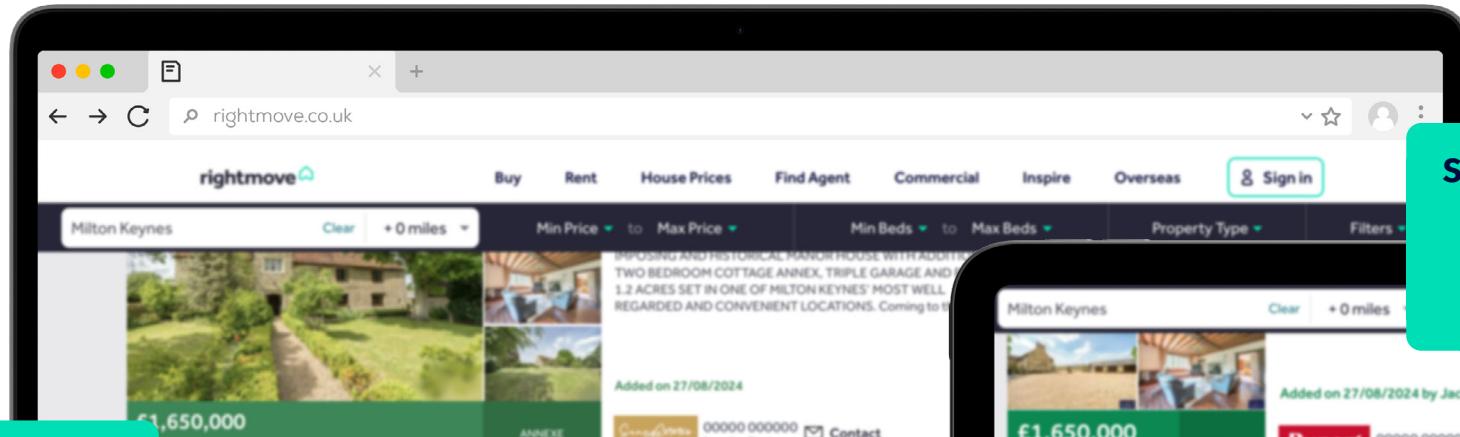


Local & Mobile Homepage | Abbreviation: 'LHP' and 'MHP'

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).

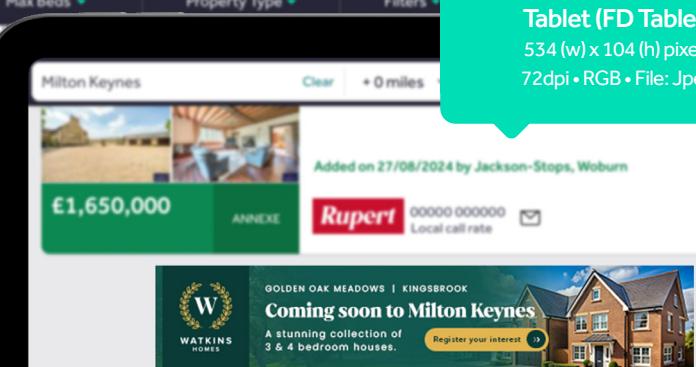
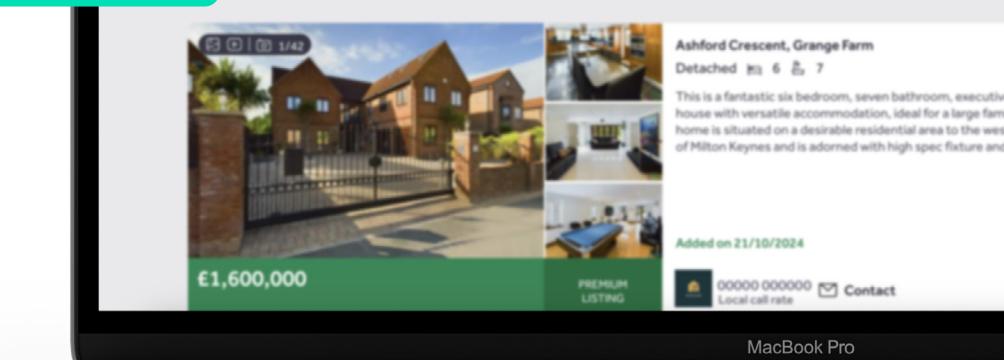


Size & Specification

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.

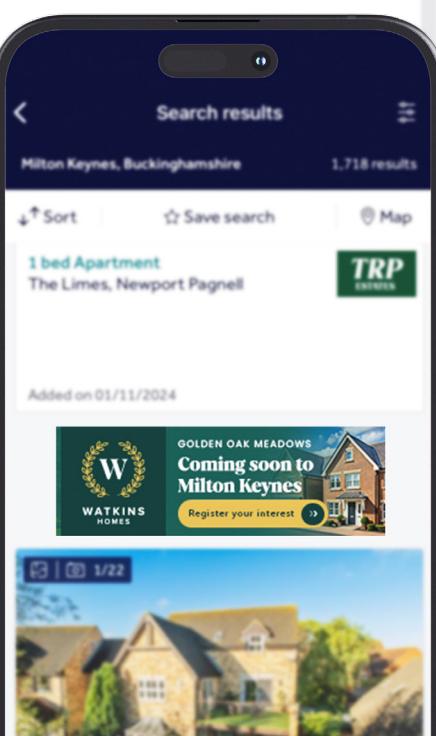
Size & Specification

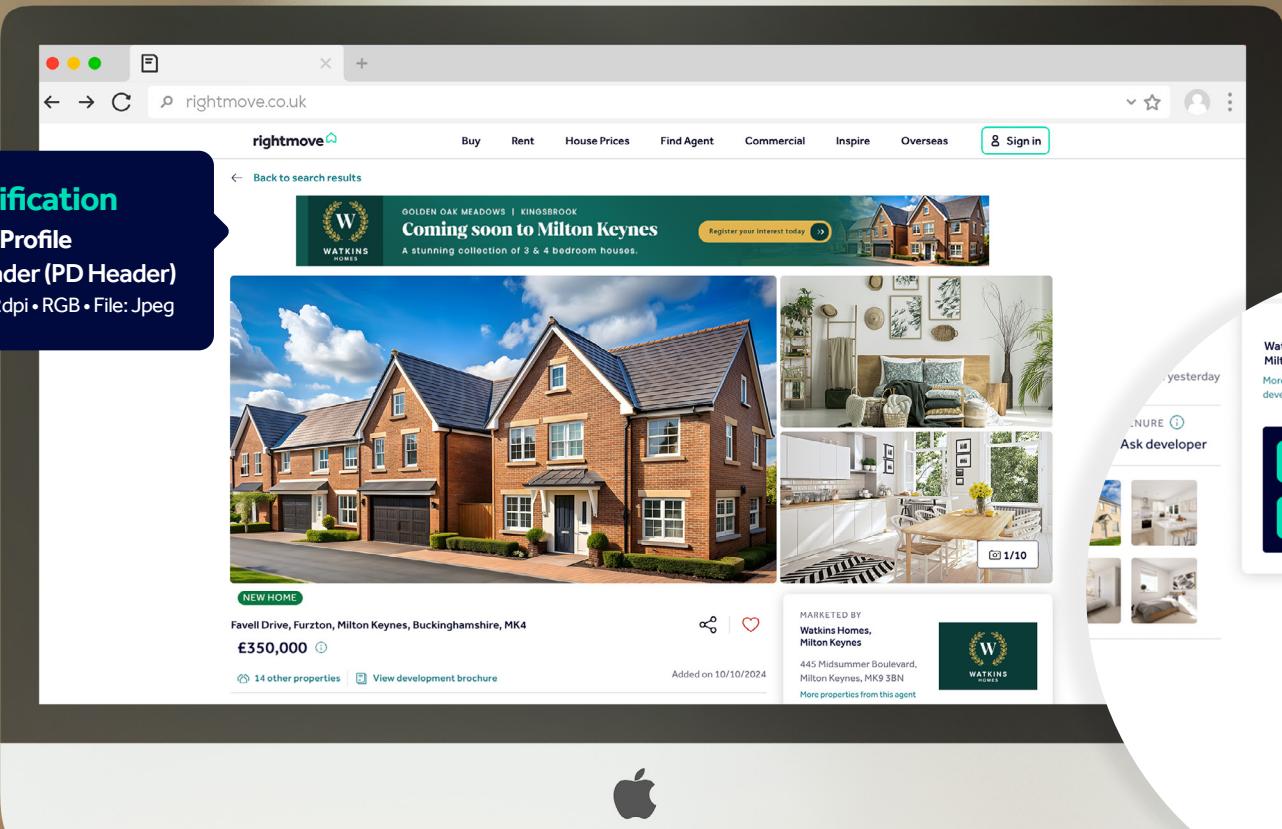
Featured Developer

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

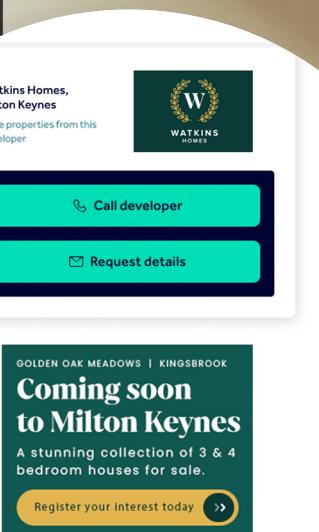
Size & Specification

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.



⊕ 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.



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.

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.

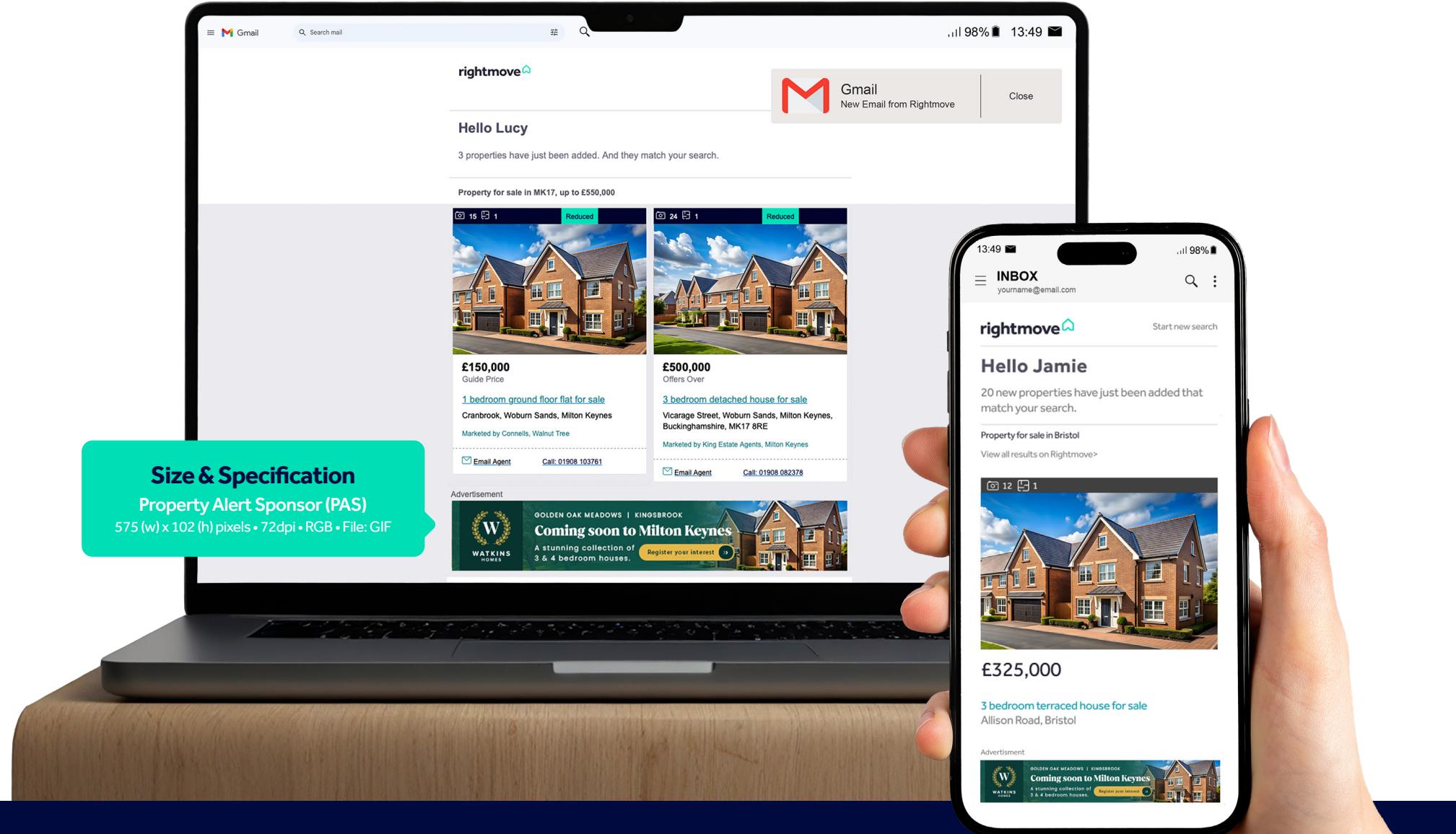
Developer Carousel Video Guidelines

- 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.



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