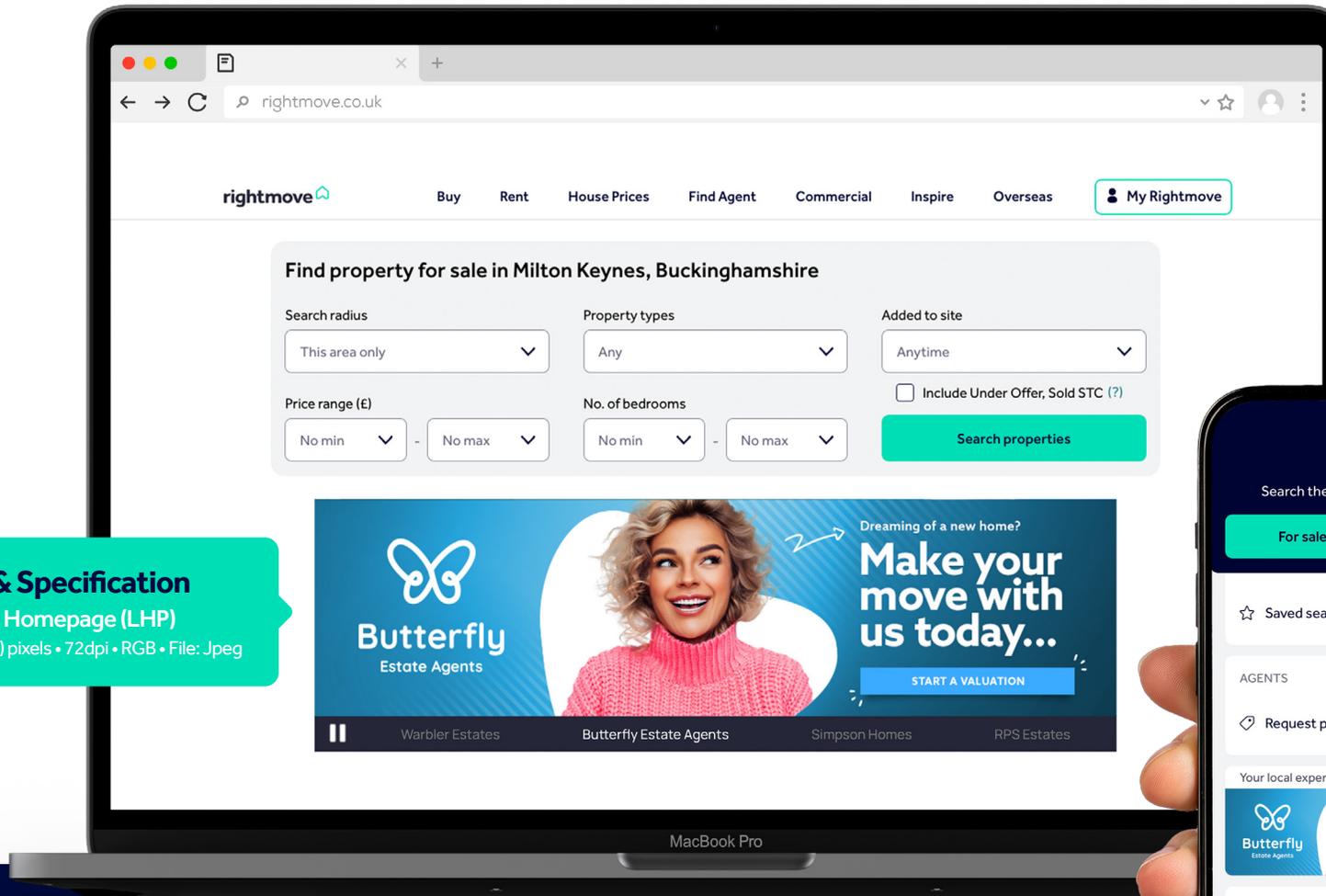


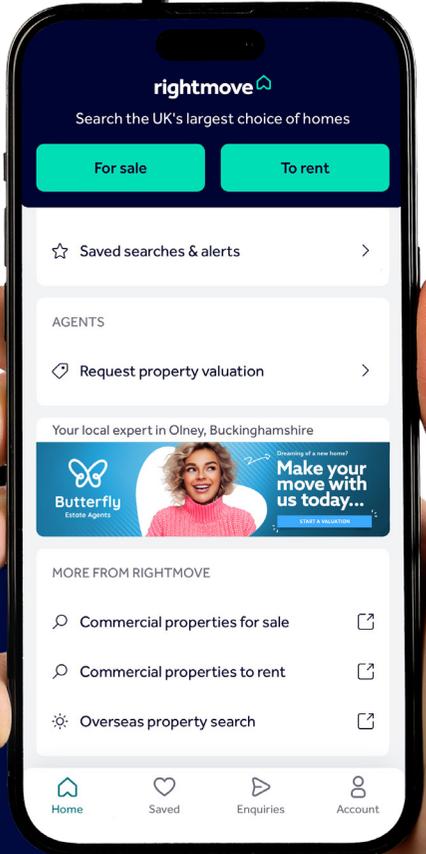
Your Rightmove Product Guide

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

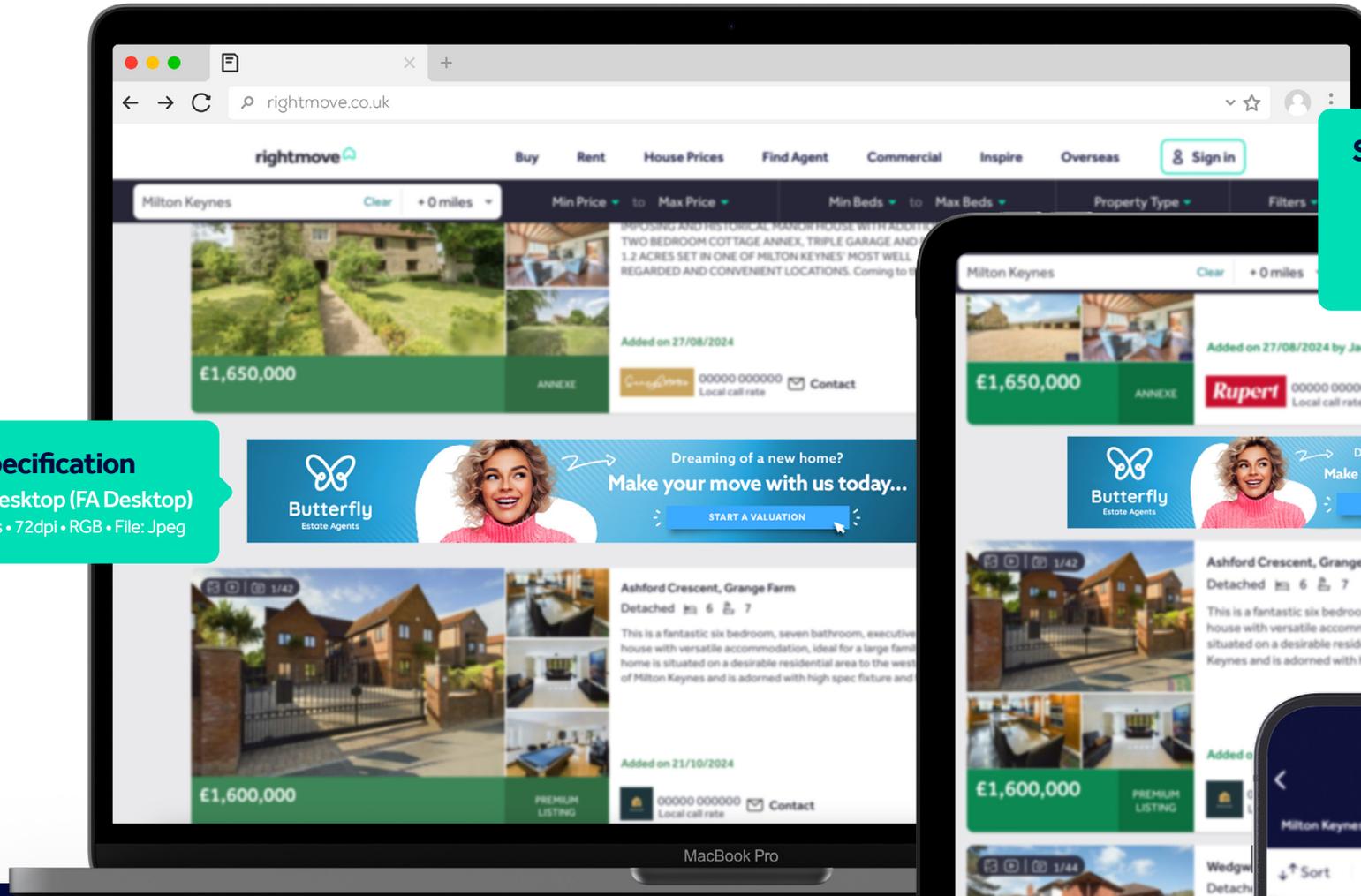


Local & Mobile Homepage

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

Size & Specification
Featured Agent Tablet (FA Tablet)
534 (w) x 104 (h) pixels
72dpi • RGB • File: Jpeg

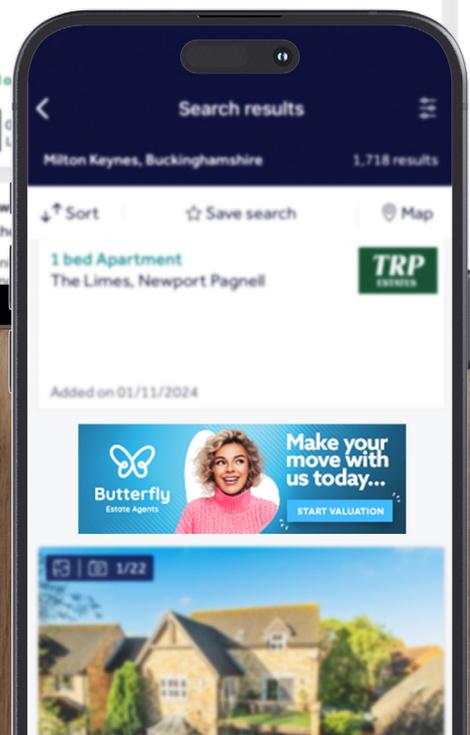
Size & Specification
Featured Agent Mobile (FA Mobile)
270 (w) x 90 (h) pixels
72dpi • RGB • File: Jpeg

Featured Agent | Abbreviation: 'FA'

An eye catching banner which sits right in-between the property listings.

+ Design Information

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



Premium Agent Profile

Abbreviation: 'PAP'

The Premium Agent Profile is a dedicated place to promote your brand, services and expertise, as well as highlight testimonials from satisfied customers. Think of it as a shop window on the UK's busiest high street, as well as your "extended website" on Rightmove.

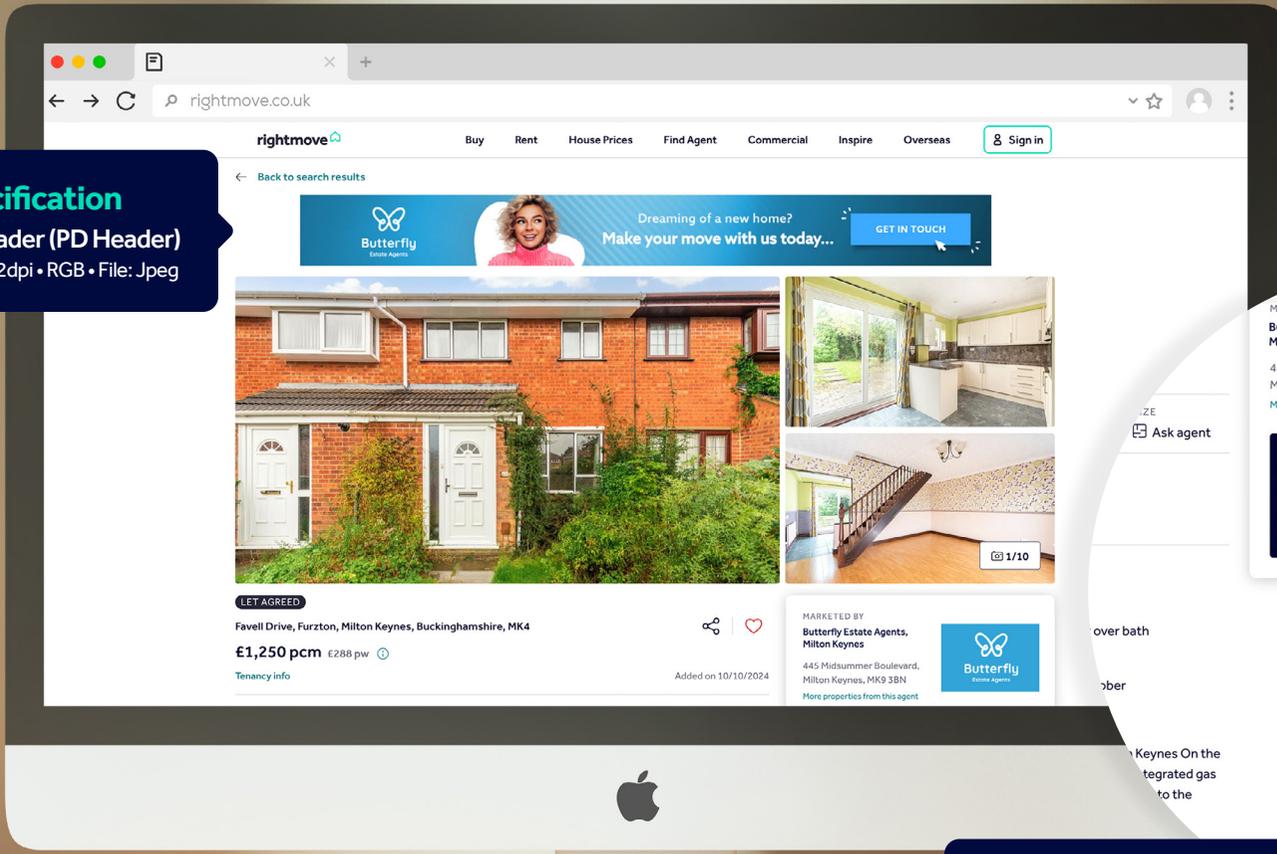
Brand Assets

Logo & Brand Colour
Update your logo and brand colour directly in Rightmove Plus

Size & Specification

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

The MPA displays in 2 areas; on the Premium Agent Profile page & within each property listing itself.
The same artwork will be used across both pages.



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

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

.....

The MPA displays in 2 areas; on the Premium Agent Profile landing page & within each property listing itself.
The same artwork will be used across both pages.

Premium Agent Profile cont.

All Premium Agent 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.
Both adverts click through to the main Premium Agent Profile landing page & do not link to external sites such as your website.

Native Search Advert

Abbreviation: 'NSA'

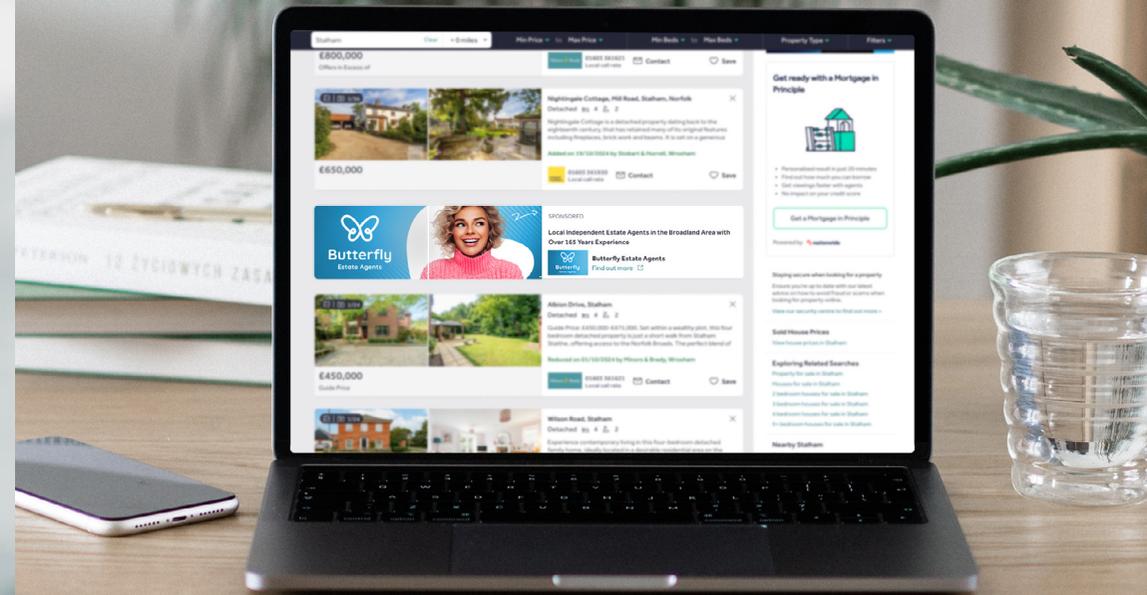
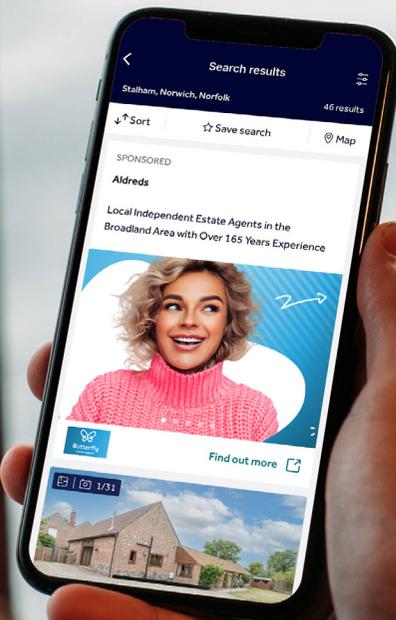
Native Search Advert (NSA) is a display based product that sits within the listings. Its appearance is similar to listings so it feels more natural to the Rightmove website.

Size & Specification

Native Search Advert (NSA)

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.


Butterfly
Estate Agents



Dreaming of a new home?

**Make your
move with
us today...**

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 NSA.

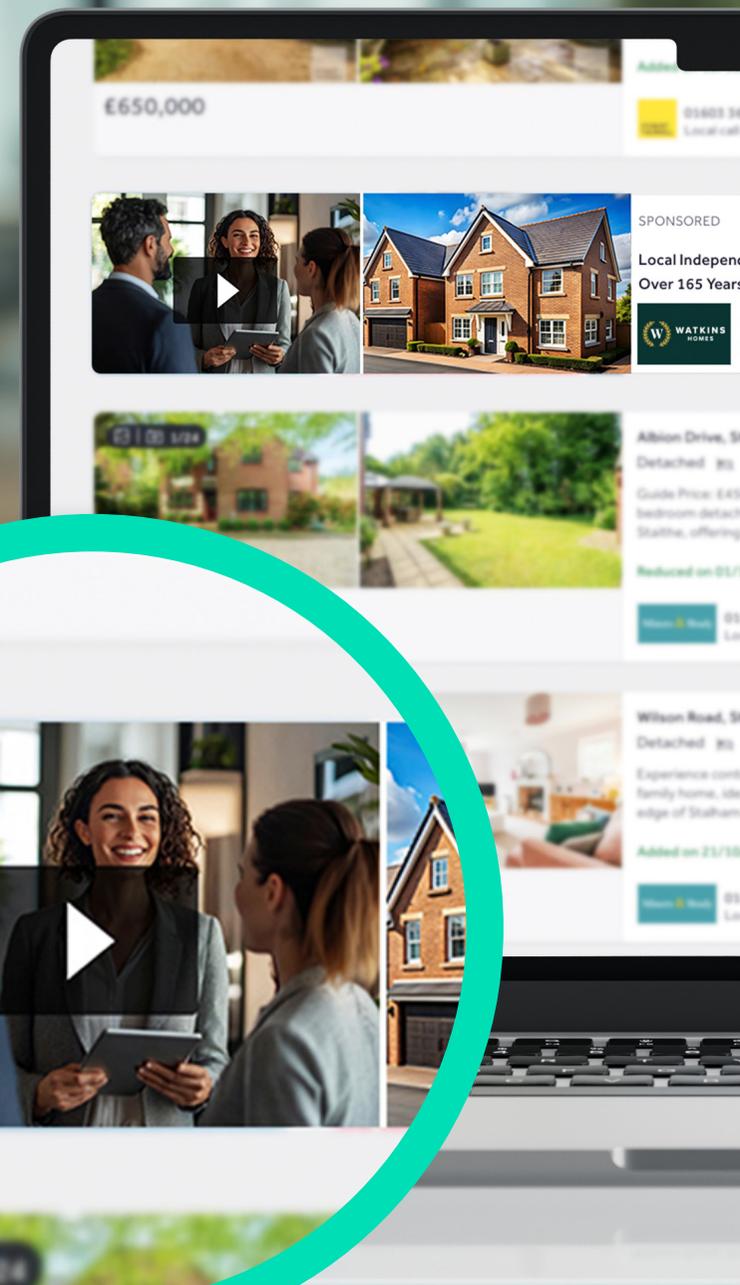
Increase engagement, trust and visibility with video.
Perfect for promoting your agency or listings.

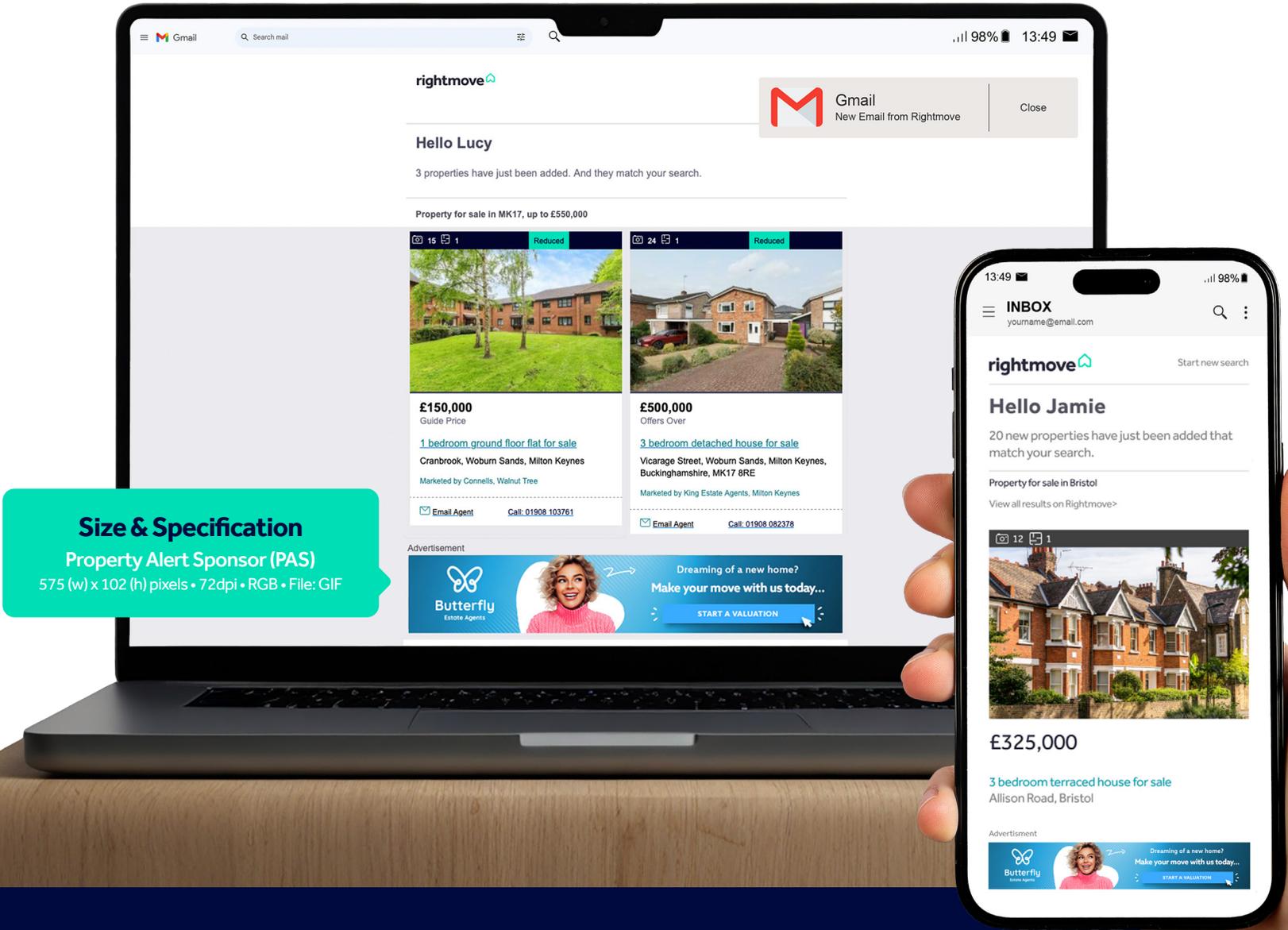
Native Search Advert **Video Guidelines**

- NSA 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 NSA 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'

This banner advert displays in Rightmove email alerts. Agents have described the Property Alert Sponsor like attaching a business card to the new instructions your competitors send to their registered database!

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 Agent (FA)

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

Premium Agent Profile (PAP)

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

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

Native Search Advert (NSA) 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