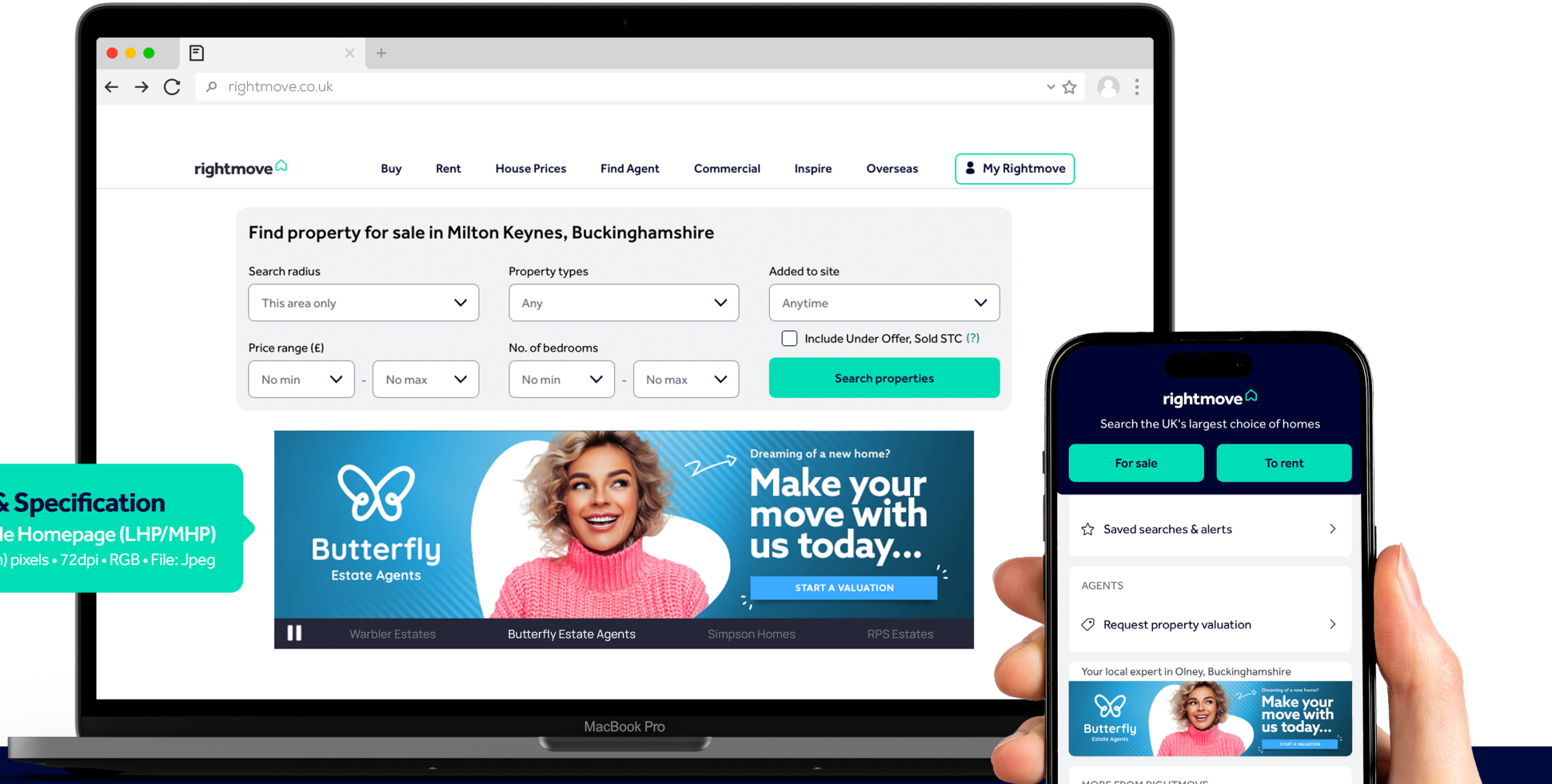
Your Rightmove Product Guide

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

rightmove



Size & Specification

Local & Mobile Homepage (LHP/MHP)

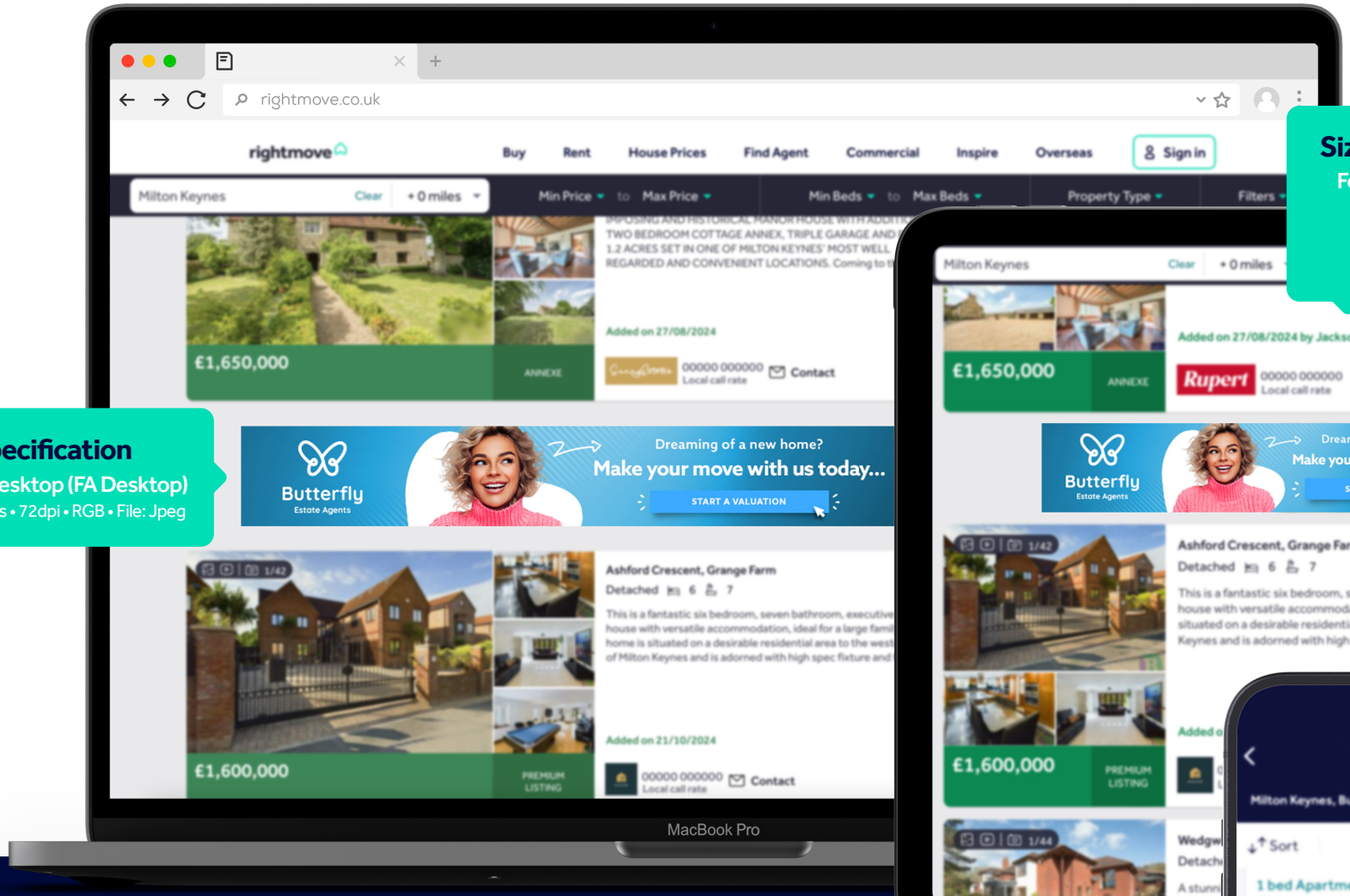
1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg

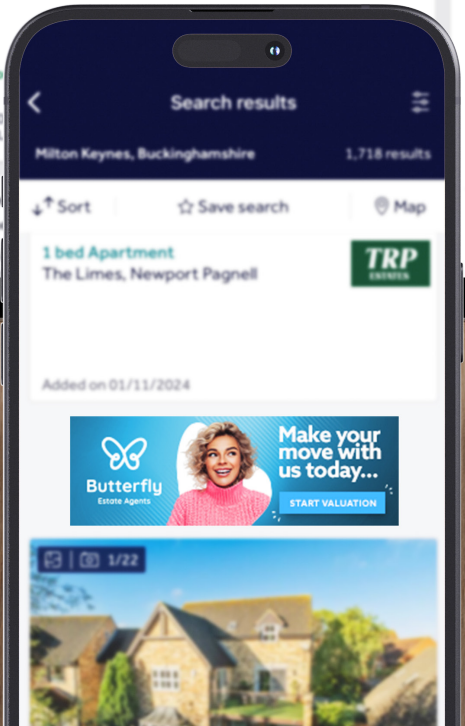
Local & Mobile Homepage

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)
2400 (w) x 360 (h) pixels • 72dpi • RGB • File: Jpeg

Size & Specification
Featured Agent Tablet (FA Tablet)
1602 (w) x 312 (h) pixels
72dpi • RGB • File: Jpeg

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

Featured Agent | Abbreviation: 'FA'

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

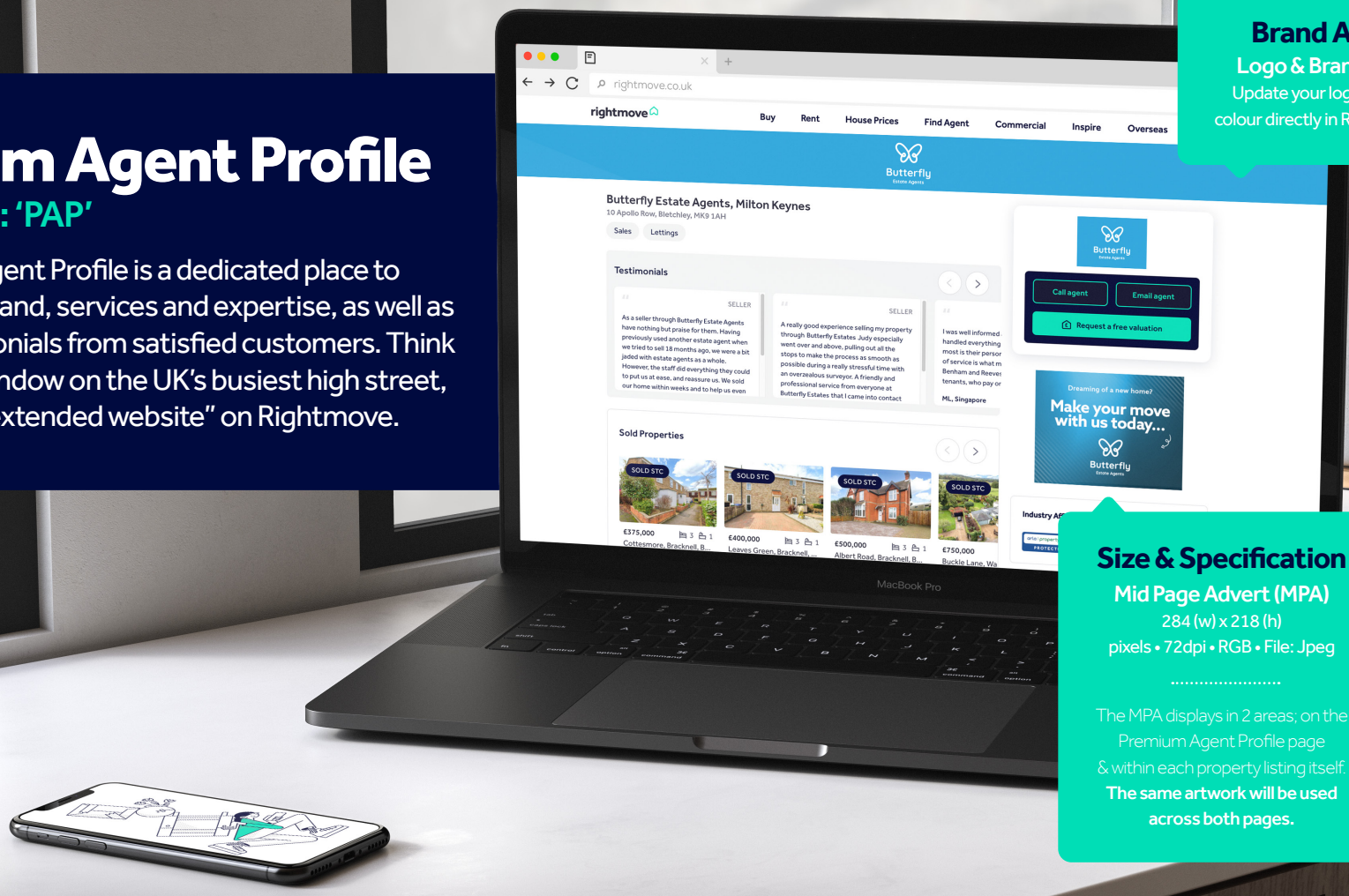
⊕ Design Information

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.**



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'

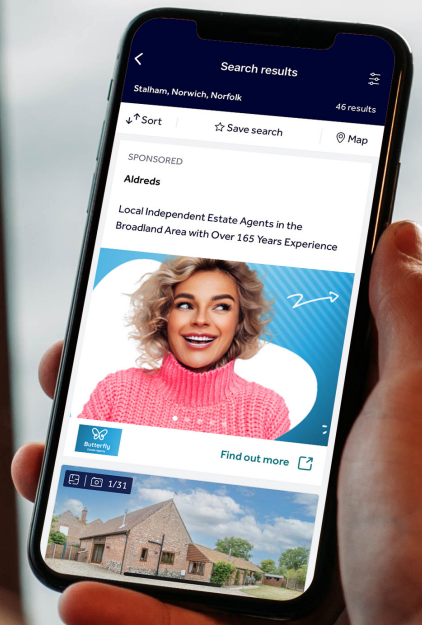
Native Search Advert (NSA) is a display based product that sits within the listings. Its appearance is similar to listings so it feels more natural to the Rightmove website.

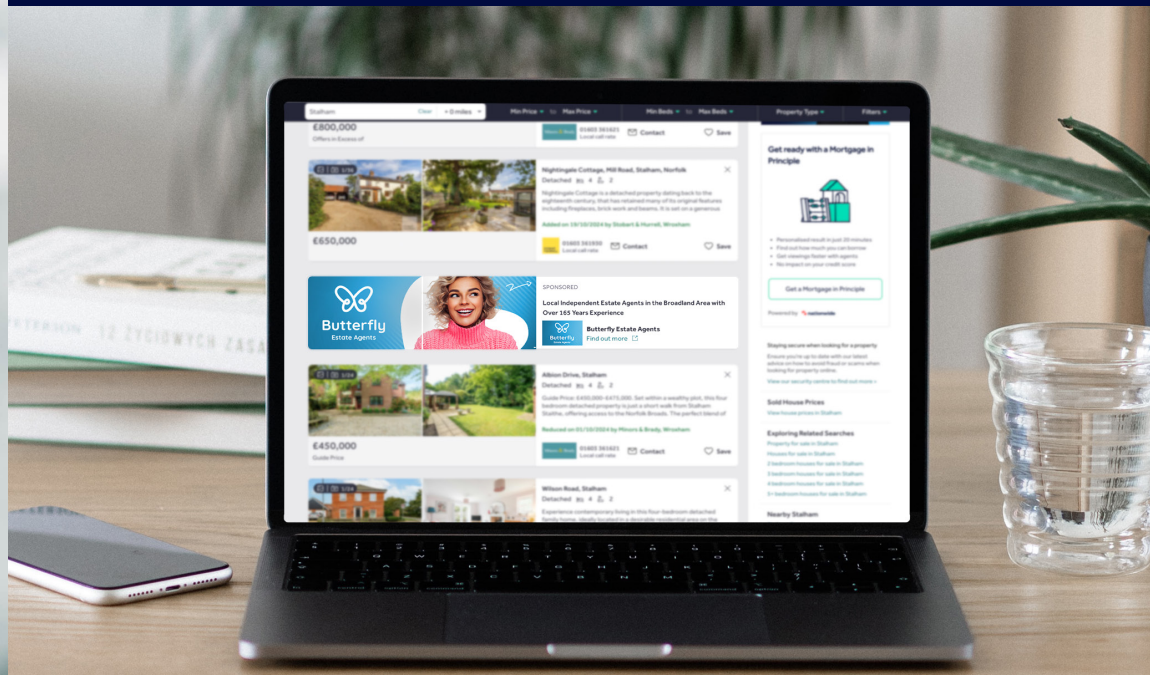
Size & Specification

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.



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

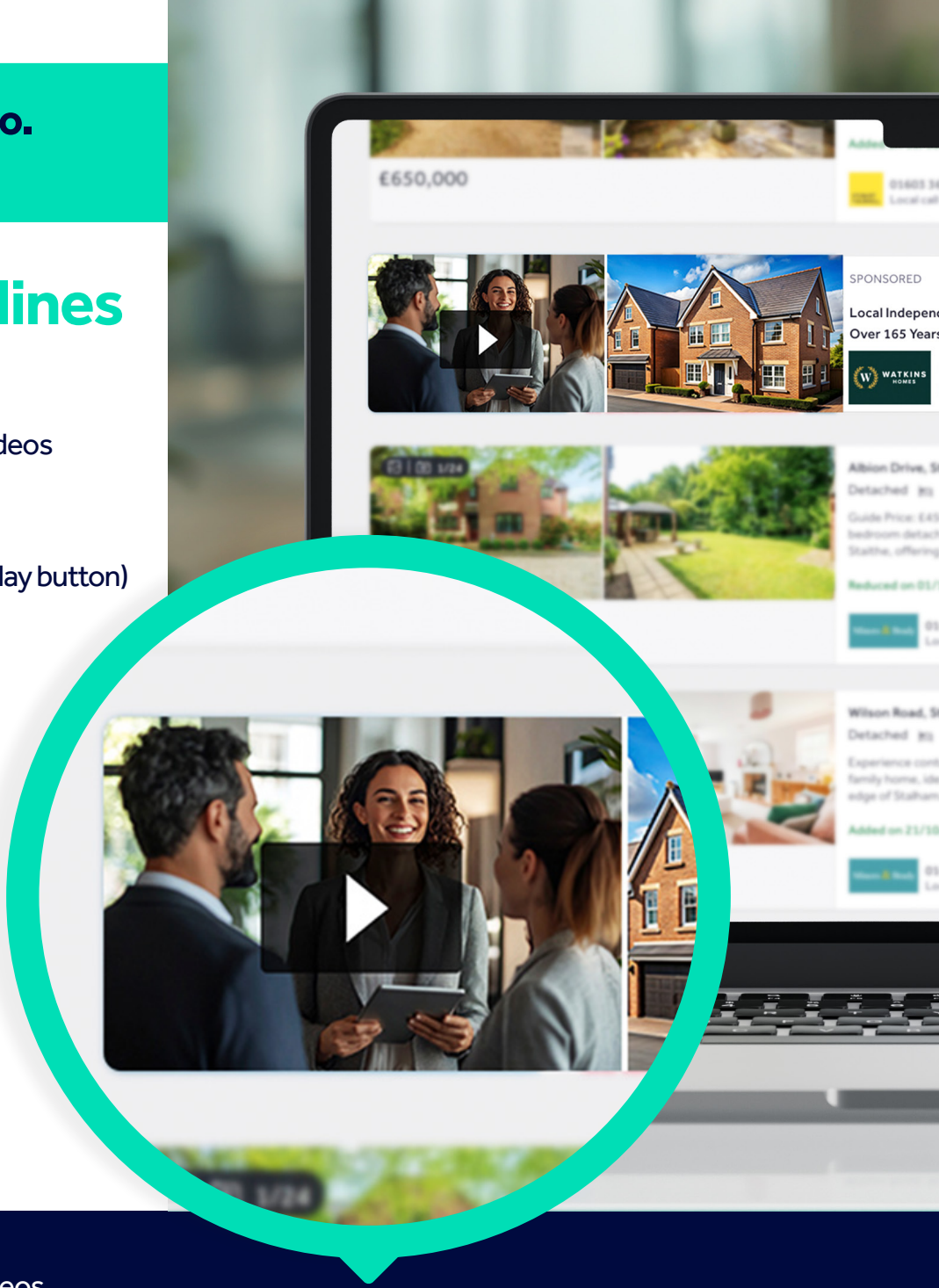
This is an example of a 3 slide NSA.

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

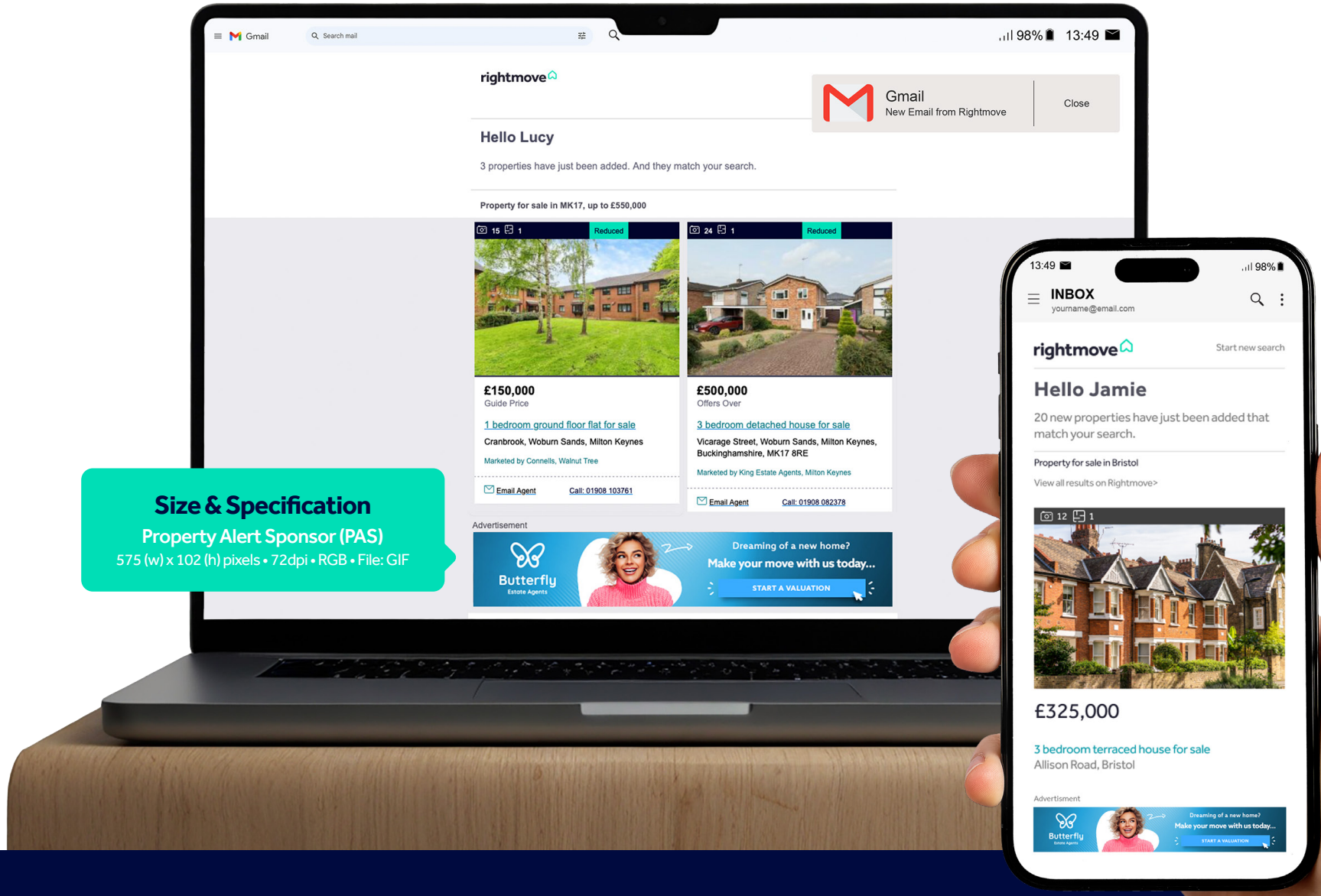
Native Search Advert Video Guidelines

- 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 & Mobile Homepage (LHP/MHP) 1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg

Featured Agent (FA)
Desktop: 2400 (w) x 360 (h) pixels • 72dpi • RGB • File: Jpeg
Tablet: 1602 (w) x 312 (h) pixels • 72dpi • RGB • File: Jpeg
Mobile: 810 (w) x 270 (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

If you have any queries, please feel free to reach out to our in-house **Rightmove Design Team**

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