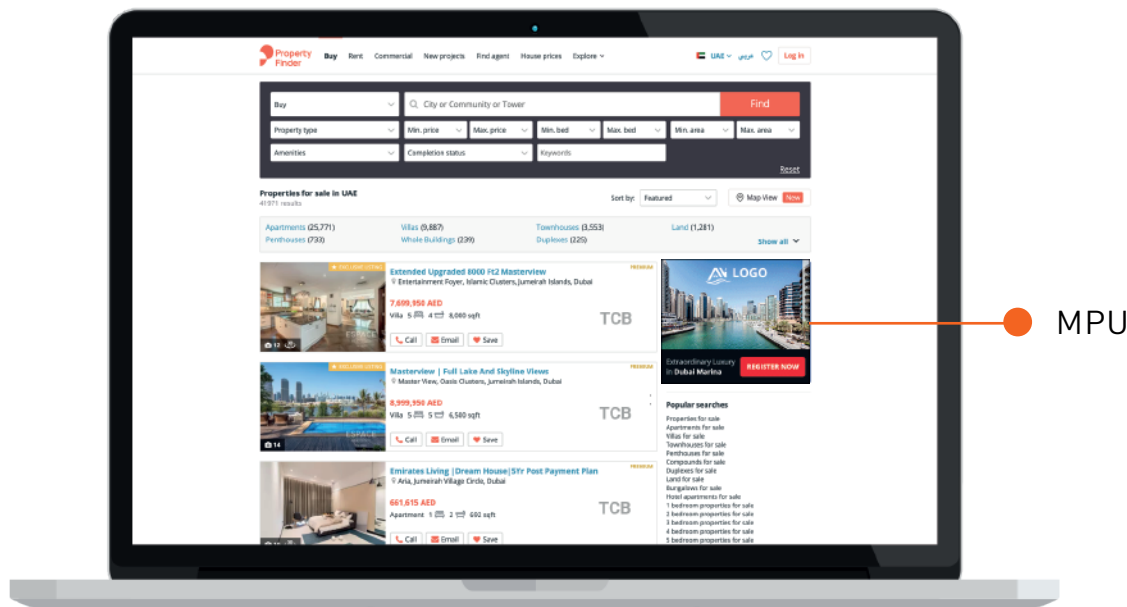# Display Banner Guide

Property Finder | HUB

DISPLAY BANNER GUIDE
Connect with your audience in the best possible way!

Please use the examples and specification guidelines below for the creation of
any upcoming display banner or email campaigns.

MPU

for illustration purposes only

The above MPU examples show some possible designs that you can follow. MPU
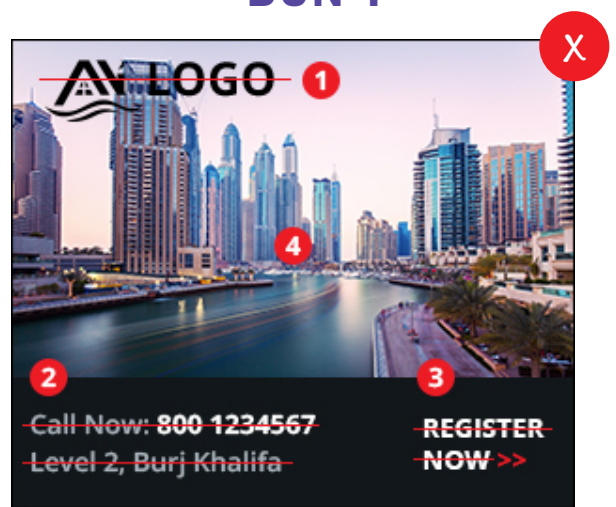banners can be static or animated with a maximum of 3 loops.

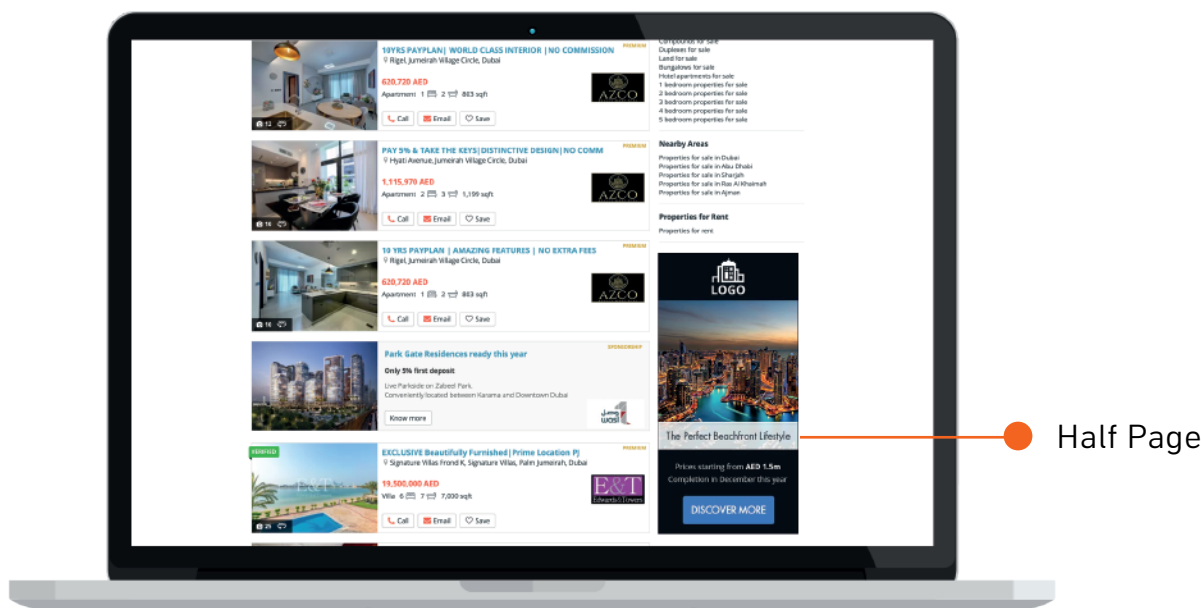| Dimension in Pixels	File Max Weight	Ad File Format
300x250	50 KB	Image (JPG, GIF) or HTML5

MPU

DO'S

DON'T

DON'T

1. Avoid placing logos on a background that makes them difficult to read.

2. Telephone numbers, email addresses or any URLs are not allowed in the design of any display banners.

3. All banners must have a clear call to action inside a button; with or without fill.

4. Please use the highest image quality available.

HALF PAGE

Half Page
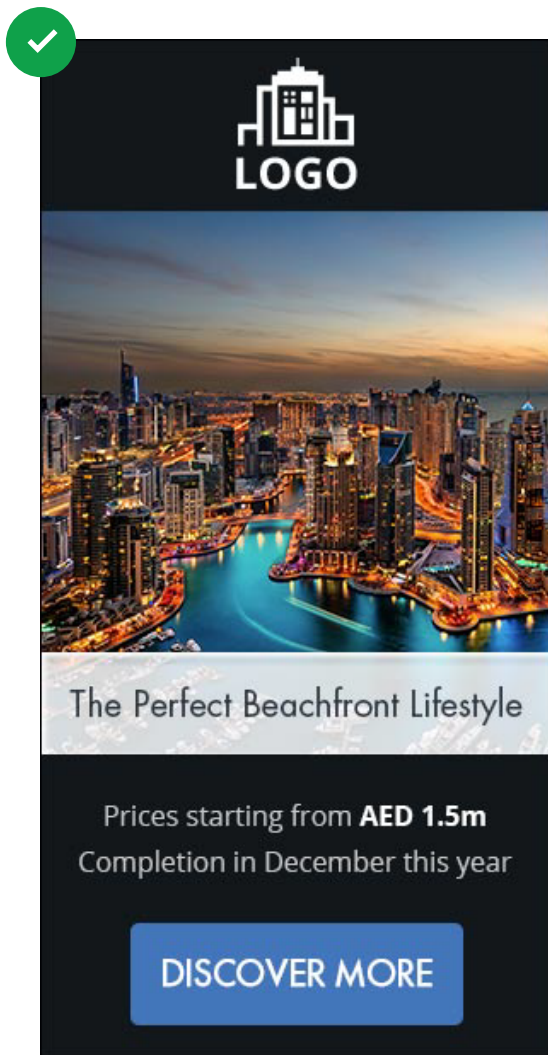
for illustration purposes only

The halfpage creatives feature on the property detail pages
and listing pages of 'propertyfinder'

Dimension in Pixels	File Max Weight	Ad File Format
300x600	50 KB	Image (JPG, GIF) or HTML5

HALF PAGE

DO'S

LOGO

The Perfect Beachfront Lifestyle

Prices starting from **AED 1.5m**
Completion in December this year

DISCOVER MORE

DON'T

LOGO

Financial
Report
Third Quarter 2016

With SOM LLC financial reporting and analytics easy to create, share, access and distribute reports ③

④ Call Now: 666 1234567
Meet us at: Office 420, Floor 12,
Tower A, Qwerty Road, Dubai

⑤ REGISTER NOW

DON'T

1. Please use the highest image quality available.

2. Avoid placing text over a part of the image that does not allow for easy reading.

3. Use clear and simple text / font in all banners.

4. Telephone numbers, email addresses or any URLs are not allowed in the design of any display banners.

5. All banners must have a clear call to action inside a button; with or without fill.

PANORAMA
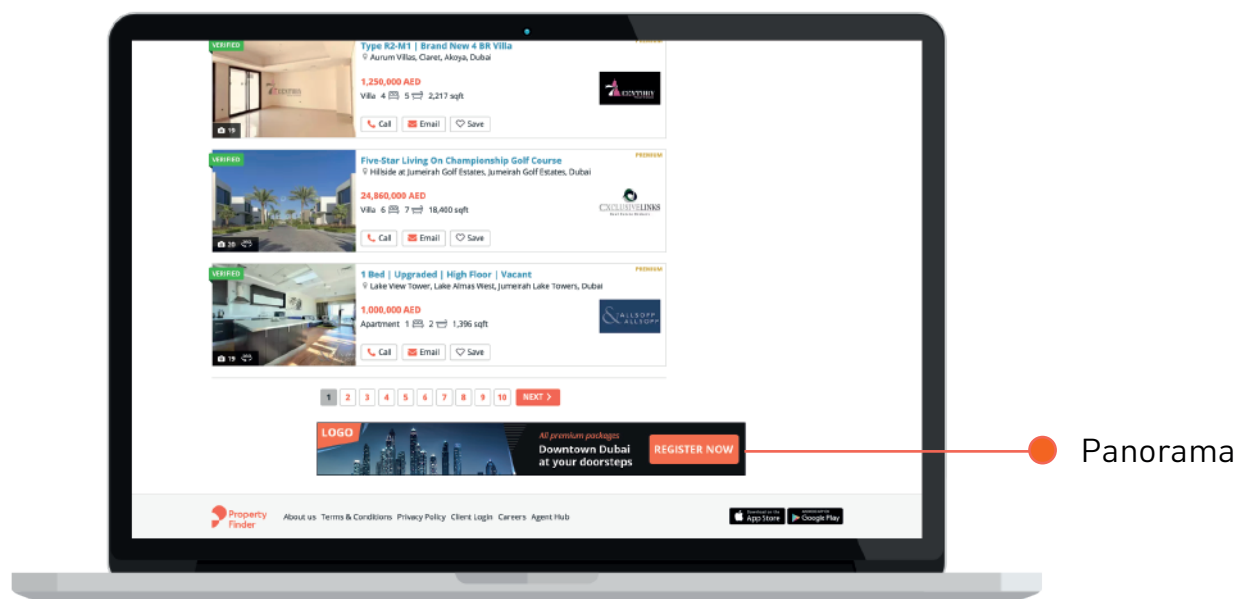
Panorama

for illustration purposes only

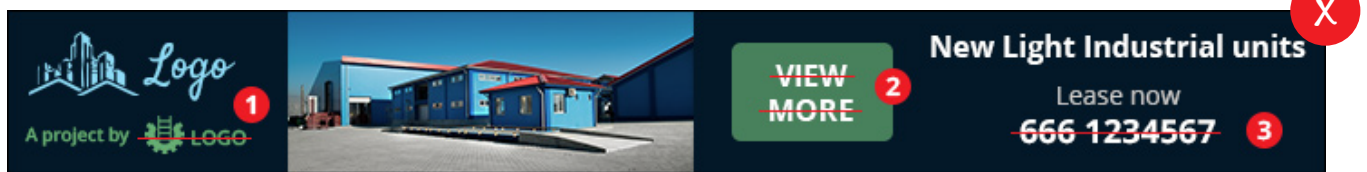The panorama creatives feature on the listing pages of
Propertyfinder

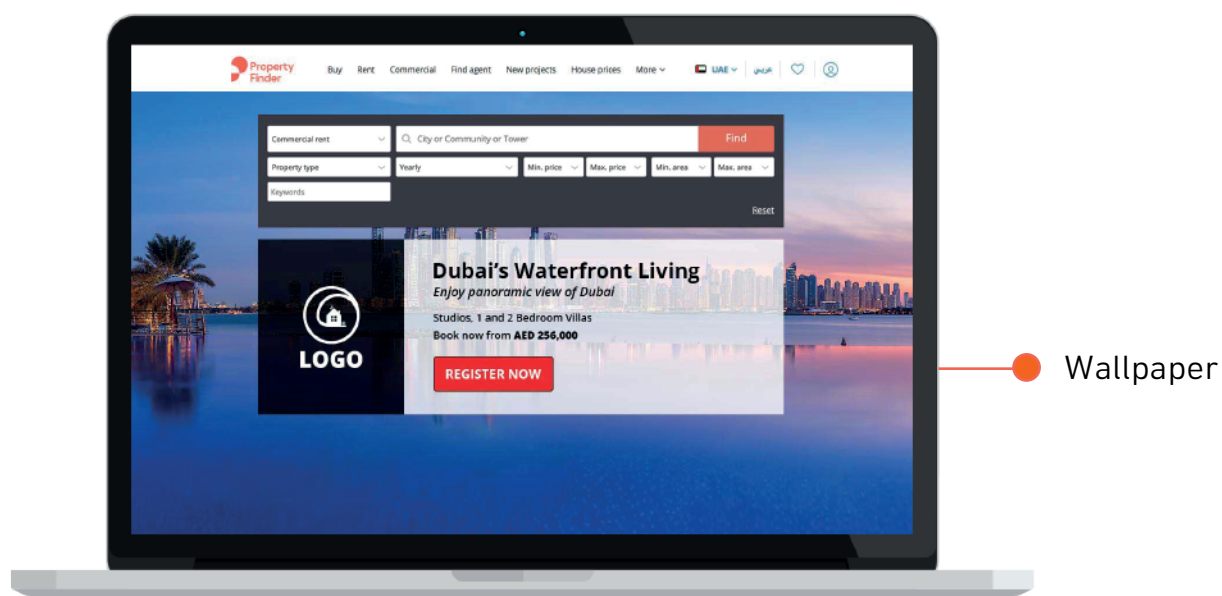| Dimension in Pixels	File Max Weight	Ad File Format
980x120	50 KB	Image (JPG, GIF) or HTML5

PANORAMA

DO'S

DON'T

DON'T

1. Multiple logos are not allowed.

2. Ensure all banners have a clear call to action with text on one line and the placement should be on the right for English banners and left for Arabic banners.

3. Telephone numbers, email addresses or any URLs arenot allowed in the design of any display banners.
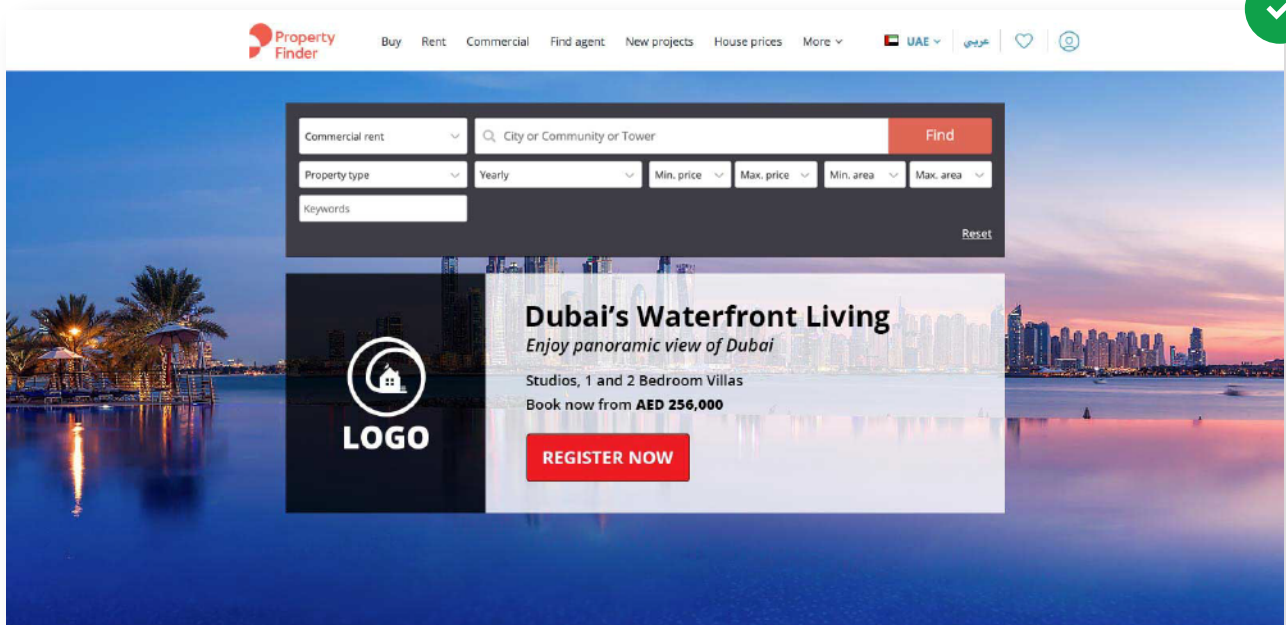
WALLPAPER

for illustration purposes only

The Wallpaper takeover is available on any available date for 24 hours per booking starting and ending at midnight.
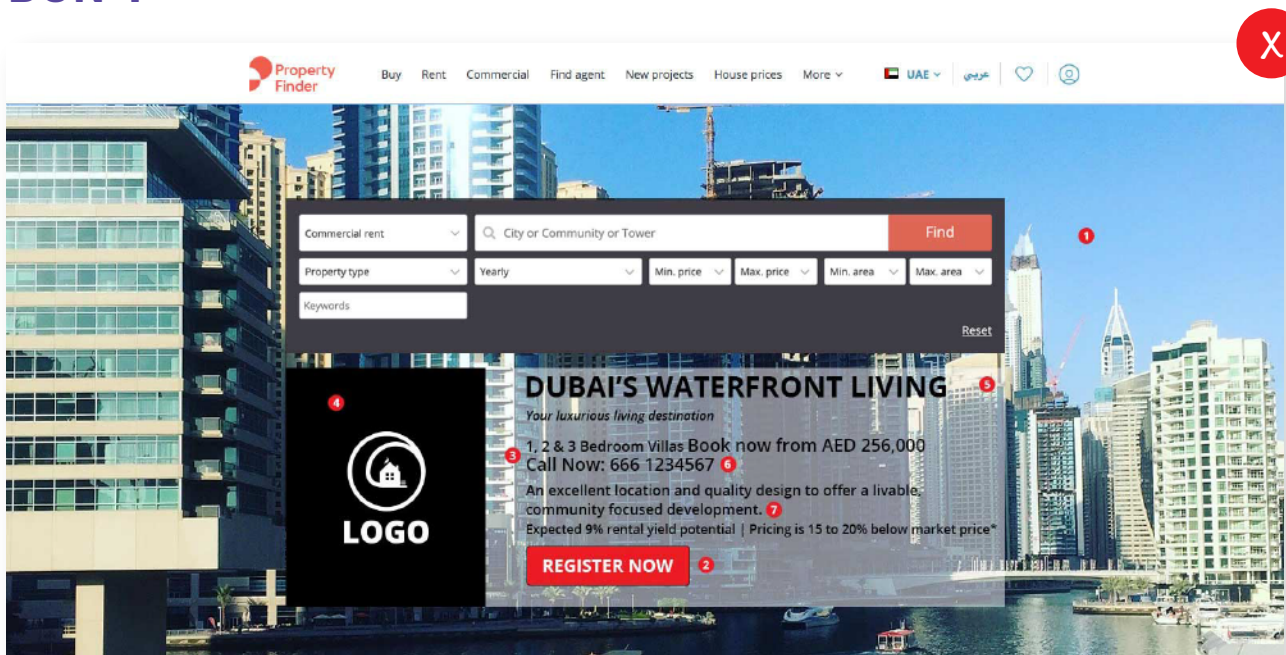
*All creatives are subject to internal approval.

Dimension in Pixels	File Max Weight	Ad File Format
1600x720	N/A	Image JPG - One Image Background
900x300	N/A	Image Transparent PNG - Call to Action BOX

WALLPAPER

DO'S

DON'T

WALLPAPER

DON'T

1. Background image needs to take into consideration the foreground font so that it allows for easy reading.

2. Size of the call to action button should be 60px height & 4px border-radius.

3. Uneven font sizes are not allowed.

4. The left pane is used for logo's only and background opacity can be %95 max.

5. The Content Box should have %80 opacity.

6. Telephone numbers, email addresses or any URLs are not allowed in the design of any display banners.

7. Multiple lines are not allowed. Please see correct examples in the DO section.

EMAIL
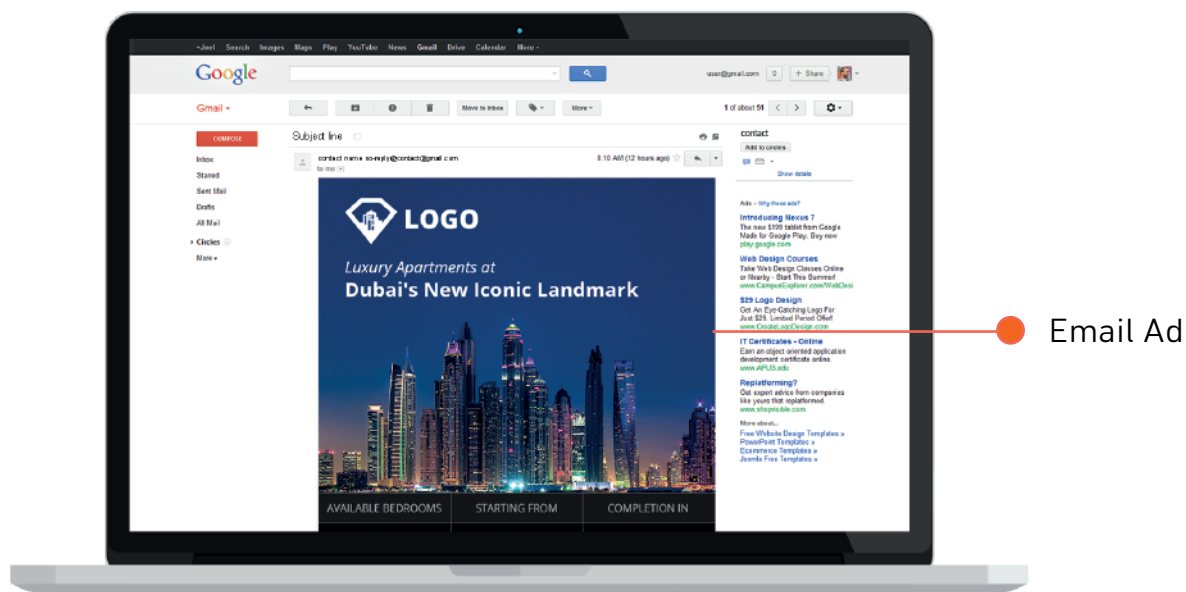
for illustration purposes only

Targeted emails or EDMs offer a targeted message directly to your audience's inbox, which then should link through to a relevant landing page. Please ensure that the information in EDMs is short catchy and relevant to the audience you are targeting with the right balance of texts and images.

Dimension in Pixels	File Max Weight	Ad File Format
Max 600 width	80 KB	HTML responsive design for Mobile / JPEG / PNG

Required Info	Other Info
Subject line & Sender name	Text to Images ratio 40 : 60 Creative must have a call to action

EMAIL

DO'S

LOGO

Luxury Apartments at
Dubai's New Iconic Landmark

AVAILABLE BEDROOMS	STARTING FROM	COMPLETION IN
3, 4 & 5	AED 1.87 mil	2020

Ready to move in
8% Guaranteed annual ROI
Book now from **10%**

REGISTER NOW

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

DON'T

LOGO ①

~~Invest in~~
~~Dubai Marina~~

Ready to move in ②
8% Guaranteed annual ROI
Completion in **2025**

③

~~Call Now: **666 1234567**~~ ④
~~Meet us at: Office 420, 1st Floor~~
~~Tower A, Qwerty Road, Dubai~~

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. ⑤

~~REGISTER NOW~~ ⑥

EMAIL

DON'T

1. Avoid placing logos or headline text over a busy part of the image that does not allow for easy reading.

2. Uneven alignment of text or image is not advised.

3. Bad quality, bad lighting, unclear images and low-res will not be approved.

4. Telephone numbers, email addresses or any URLs are not advised on any EDM design but are allowed.

5. Content should be short, relevant and balanced versus the images. Paragraphs' alignment should be justify.

6. It is recommended that the placement of the main 'Call to Action' should be above the fold or around the main heading or sub heading.

NATIVE ADS

Native Ad
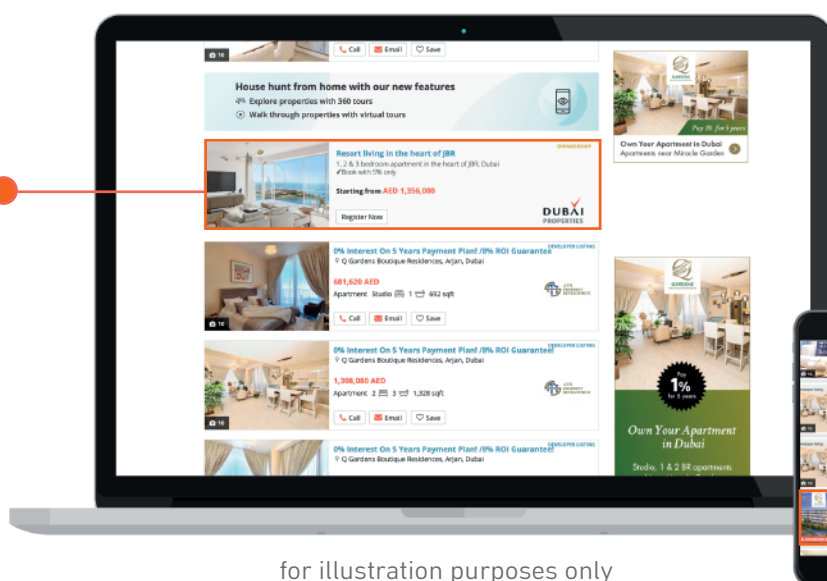
Native Ad

for illustration purposes only
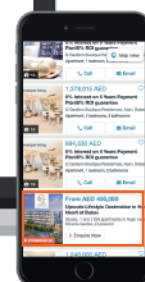
The native ads creatives feature on the listing pages of Propertyfinder

Dimension in Pixels	Ad Content	Ad File Format
270x270	Image + Project Logo	JPEG
270x190	Image	JPEG
128x60	Project Logo	Transparent PNG
128x128	Developer Logo	Transparent PNG

NATIVE AD

Characters Limit

Headline:
Max 45 Characters with spaces

Location:
Max 25 Characters with spaces

Description1#:
Max 100 Characters with spaces
Starting Price (Optional)

Call to Action:
Max 15 Characters with spaces

Starting Price/Headline:
Max 20 Characters with spaces

Description1#:
Max 50 Characters with spaces

Description2# (Optional):
Max 30 Characters with spaces

Call to Action:
Max 15 Characters with spaces
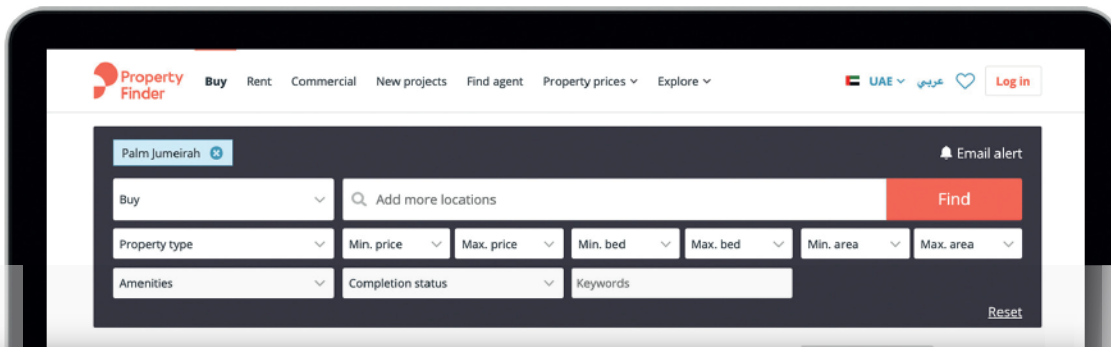
AD SAMPLES

270x270

128x128

270x190

128x60

Property Finder | HUB

Want to see your properties on propertyfinder.ae?

Join thousands of brokerages and grow your business
with Property Finder by generating online leads.

GET STARTED

Check out **propertyfinder.ae/hub** for more free downloads and resources.

propertyfinder.ae/hub

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