



# Property Package



## What's included?

- Print advert (published digitally every Thursday and in print Saturday)
- 3 Month featured listing on Propertylink
- EG Updates composite email slot (shared email) for colour bookings only
- Monochrome bookings – 1 month banner across the EG Network instead of email

## What's required?

### Spec for Composite email

- 161px x 161px image supplied as .jpg or static .gif
- Headline of 8 words or less
- Blurb of 100 words or less
- Click through URL to relevant webpage or download
- Email address for approval

### Featured Property Listing

- Max size photo 800x600px
- PDF brochure of property/land: **no bigger than 5MB**
- Property type, full address (including postcode), description and link
- Full contact details

\*\* Please note that telephone numbers are not permitted on this email \*\*

	Colour	Spot colour	Monochrome
Full page	£4,945	£3,960	£3,630
Half page	£3,845	£2,970	£2,525
Quarter page	£3,190	£2,145	£1,755
Eighth page	£1,980	£1,755	£1,320

Prices are exclusive of VAT

To find out more, please contact our advertising specialists: [egadvertising@eg.co.uk](mailto:egadvertising@eg.co.uk)





# Development Package



## What's included?

- Print advert (published digitally every Thursday and in print Saturday)
- 3 Month featured listing on Propertylink
- EG Developments Email

## What's required?

### Spec for solus email

- Headline and tagline
- Image: 610px wide (gif or jpf).  
Max file size 150kb. We recommend a depth / height. of no more than 350 pixels
- Text for body of email (100 words max)
- Clickthrough URL
- Web friendly logos if required (max file size 40kb)

### Featured Property Listing

- Max size photo 800x600px
- PDF brochure of property/land:  
**no bigger than 5MB**
- Property type, full address (including postcode), description and link
- Full contact details

	Colour	Spot Colour	Monochrome
Full Page	£5,335	£4,400	£4,043
Half Page	£4,290	£3,322	£2,860
Quarter Page	£3,520		

Prices are exclusive of VAT

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# Requirements Package



## What's included?

- Print advert (published digitally every Thursday and in print Saturday)
- 1 Month Online Banner – 15,000 Impressions
- EG Requirements email

## What's required?

### Spec for solus

- Headline and tagline
- Image: 610px wide (gif or jpf).  
Max file size 150kb. We recommend a depth / height. of **no more than 350 pixels**
- Text for body of email (100 words max)
- Clickthrough URL
- Web friendly logos if require (max file size 40kb)

### Spec for banner advert (alternatively we can build this from the printed advert)

- 728 x 90 pixels
- File size must not be larger than **40KB**
- We can accept animated .gif or .jpg or third party tags
- Please also supply a mobile leaderboard of **320 x 50 pixels**
- Please supply a click through URL/Web link

	Colour	Spot Colour	Monochrome
Full Page	£5,335	£4,400	£4,043
Half Page	£4,290	£3,322	£2,860
Quarter Page	£3,520		

Prices are exclusive of VAT

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