

ABOUT US

Property Overseas Today is a web site aimed at delivering daily news and supplier / product information to anyone in the overseas property market.

Property Overseas Today is fronted by its Editor-in-Chief Marc Da Silva, an industry stalwart with decades of property industry and reporting experience.

Property Overseas Today was launched on 21st August 2011, offering you the latest news, views and lifestyle tips making us the UK's first overseas property website to mix business with pleasure and offering the overseas property market the right cocktail making www.propertyoverseastoday.com the website of choice.

MEDIA PACK

300,000+

NEWSLETTER SUBS

25,000+

UNIQUE VISITORS

100,000+

PAGE IMPRESSIONS

*Figures per month

THE FACTS

62% potential overseas home buyers looking to buy a second home abroad.

38% property investors and landlords looking to add to their property and investment portfolios.

30% are landlords.



We recommend this!

FULLY ACCOUNTABLE ADVERTISING THAT WORKS

FEATURED CAMPAIGN

- ✓ BANNER ROTATION ON WEBSITE
- ✓ BANNER ROTATION ON NEWSLETTER
- ✓ DYNAMIC OPPORTUNITIES
- ✓ SOLUS EMAIL BROADCAST
- ✓ TARGETED FOLLOW UP SEND
- ✓ FEATURED SUPPLIER DIRECTORY
- ✓ PROPERTY LISTINGS

CAMPAIGN RATES

3 MONTH CAMPAIGN

£3000 PER MONTH

6 MONTH CAMPAIGN

£2750 PER MONTH

9 MONTH CAMPAIGN

£2250 PER MONTH

12 MONTH CAMPAIGN

£1900 PER MONTH

INDIVIDUAL PRICES

LEADERBOARD (728X90)

£3999 PER MONTH

BANNER (468X60)

£2499 PER MONTH

MPU (300X200)

£3249 PER MONTH

SKYSCRAPER (120X600)

£2250 PER MONTH

BUTTON (120X120)

£799 PER MONTH

CORNER PEEL (307X319)

£1999 PER MONTH

CLASSIFIED PROMOTIONS

HOMEPAGE TAKE OVER

£5000 PER DAY

PROPERTY OF THE MONTH

£1250 PER MONTH

POPULAR LINKS

£250 PER MONTH

FEATURED EDITORIAL

£650 PER ISSUE

FEATURED SUPPLIER

£1000 PER ANNUM

EMAIL BROADCASTS

SEND TO FULL DATABASE

£1750 PER BROADCAST

TARGETED SEND

£399 PER BROADCAST

CONTACT US

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Don't forget!

KEYWORDS TO AVOID IN HTML

THESE WORDS WILL BE FILTERED BY MOST EMAIL CLIENTS AND THEREFORE WILL APPEAR IN A CUSTOMER'S SPAM FILTER.

IF IT GOES INTO A CUSTOMER'S SPAM FILTER CHANCES ARE, **THEY WON'T READ IT.**

advertisement
money back
cards accepted
removal instructions
extra income
"!@", "!!@", "\$\$" and "\$"
free
000
Dear friend
for free?, for free!
Guarantee
satisfaction
absolute
more info
visit
SPECIAL PROMOTION
one-time mail
order today
order now!
money-back guaranteemp3
generic
congratulations
opportunity
cheap
horoscope
must be 21
XXX

100% satisfied
friend@, public@, success@,
sales@, success@, mail@,
@public,
profits@,
@savvy, hello@, @mlm.
success
mlm
/////////
check or money order
Diet
Weight
Cash
promo
debt
obligation
Income
credit
mortgage
win, won
degree

BANNERS

Banner sizes required for Website or Newsletter (in pixels)

Leaderboard 728x90
Banner 468x60
MPU 300x250
Button 120x120
Skyscraper 120x600
Strip Ad (Newsletter Only) 728x70
Channel Sponsor banner 234x60
Corner Peel 307x5319

Banner File Formats (file sizes no more than 100kb)

Website - GIF, Animated GIF, JPEG or SWF files must be used. For SWF Files please ensure the link is embedded.

Newsletter - Static GIF, JPEG files. If animated GIF used please ensure the first layer of the animation has all the information required as some Email Providers will restrict banner rotation to the first slide such as 'outlook 2007'.

EMAIL BROADCASTS

Must be in HTML or XHTML Format.
Mixture of Text and Images.
Width between 500px and 600px.
Include as many trackable links as possible.

Client to host the images on their server.

Predominate information in the top fold the page.

Client to check HTML views correctly in all Email Providers i.e. outlook hotmail, g-mail etc.
Please send Subject Line.
Please send a txt version.

Guidelines to keep to:

Simple layouts and Tables work best: no complex colspan or spacer gif driven spacing

Try to Avoid Uppercase Letters in both Subject Line and Message Body

Punctuations in Subject Lines

Don't use consecutive exclamation marks or question marks in Subject Line or Message Body

Avoid Spaces in image source names,
Use Bitmap Images, optimised for displaying on the web

Use basic colours like <<blue>> or <<red>>

ADVERTISING SPECIFICATION

FEATURED EDITORIAL

An advertorial piece about your product/service of about 250 words (not limited). Can be a general overview or specific to a promotion/offer you are currently running, will appear in the newsletter in either Mon/Wed/Fri edition and listed on the website.

PROPERTY OF THE MONTH

A piece about your product and services, this could be an overview of your offerings or written as from the perspective of one of your clients. This will appear in the Newsletter, website and relevant channels.

POPULAR LINKS

A catchy but relevant phrase of no more than 2-3 words to gain the focus of the reader to which they can click through to your chosen web page.

TARGETED EMAIL SEND

A follow up targeted email to those that open and click a full email broadcast.