New Homes and Developments

Digital advertising rates

Feature your brand new and off-the plan houses, apartments and land packages on the dedicated New Homes section on **allhomes.com.au**.

Specifically designed for developments, New Homes helps you showcase and achieve the best results for new properties. With large hero images, key selling features plus local area information, you can grab attention and drive more inquiries.

Development Type	Listings included in profile	Dwellings per Development	ACT price per month	Southern NSW price per month
Boutique	4	1 - 12	$480 +GST	$425 +GST
Small	6	13 - 46	$1,200 +GST	$1,080 +GST
Medium	8	46 - 90	$1,810 +GST	$1,600 +GST
Large	10	91+	$2,405+GST	$2,150 +GST

Showcase your developments with New Homes

Advertise up to 10 property listings with thumbnail images and key selling features

All development listings automatically refresh every 90 days giving you additional exposure on the New Listings page on Allhomes

Large, mobile-responsive hero imagery with the option to integrate video

Free Domain premium projects development profiles

The minimum length for all development profiles is 3 months.
All above rates are applicable from 1st Feb 2020. Rates are for a 12 month subscription period.
Subscriptions must be continuous for 12 months to receive development profile and Premium Project free for a maximum of 72 months.

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Allhomes and Domain New Homes Profile Set Up

Below are some instructions and a checklist to help create a New Homes Profile on Allhomes and Domain.

Image, Logo and Banner checklist

Items	Specifications (width x height)	Supplied Y/N
Project logo	120 x 42px - JPG, GIF (static only)	☐
Project thumbnail image	234 x 273px - File size up to 20KB - JPG, GIF (static only)	☐
Project Hero Image *(select one based on content requirements)*	**1920 x 560px Optimal image size** (829 x 560px Visible space size) **1920 x 1296px Optimal image size** (1920 x 559px Visible space size) **File size up to 100KB - JPG (static only)**	☐ ☐
Photo *(requirement for Child Listing creation)*	1920 x 1080px - Full HD - JPG (static only)	☐
Project logo - small	320 x 40px - File size up to 50KB - JPG (static only)	☐
Project logo - medium	720 x 50px - File size up to 75KB - JPG (static only)	☐
Project logo - large	1010 x 90px - File size up to 100KB - JPG, GIF (static only)	☐
Hexidecimal colour code/s (required for project background color and project text)		☐
Developer logo (only required if advertising Developer)		☐
Builder logo (only required if advertising Builder)		☐

Please ensure all images and logos are supplied to the correct size and specifications, and that there are no water marks or stamps covering the project hero image, thumbnail image or main child listing photos as we cannot make changes on your behalf.

We require all items listed below. There may be a delay with set-up if all items are not supplied.

Development overview

☐ **Project name**

☐ **Project address**

☐ **Open times**
SAT - SUN - MON - TUE - WED
THU - FRI - BY APPT

☐ **Are the open times reoccurring?**
Y / N

☐ **Child Listing Titles**
Number of listings as per project subscription
e.g. "3 bedroom apartment", "Sunny North-Facing Terrace", "Floorplan Type 4E"

☐ **Marketing Agent**

☐ **Agent contact details**

☐ **Builder name** *(optional)*

☐ **Builder bio**
600 characters max

☐ **Project headline**
80 charaters max e.g. 'luxurious lifestyle'

☐ **Developer name** *(optional)*

☐ **Developer bio**
600 characters max

☐ **Status Message** *(optional)*
Appears on Domain only - 125 characters max e.g. *'Stage 2 now selling!'*

☐ **Website URL**

☐ **Description body**
3000 characters max

allhomes.com.au

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Hero image specifications for New Developments parent page

Images should be JPEG only and at least 1920 pixels wide. The hero images will be displayed in a range of different aspect ratios - from around 1.48:1 for small mobile devices to 3.43:1 for large desktop displays.

If preserving the full height of the content is important, ensure the image is ultra-wide 1:3.43
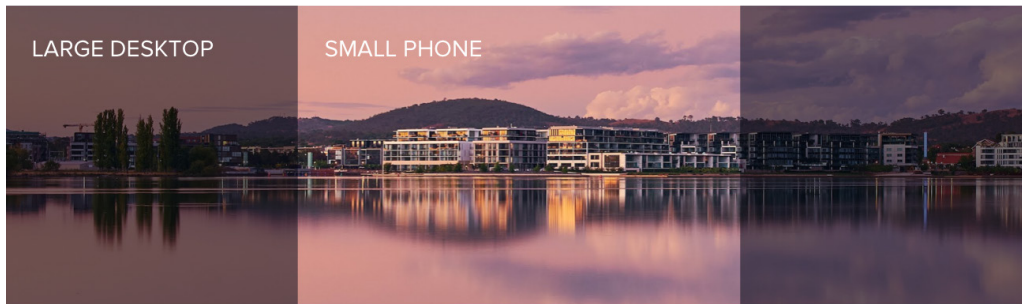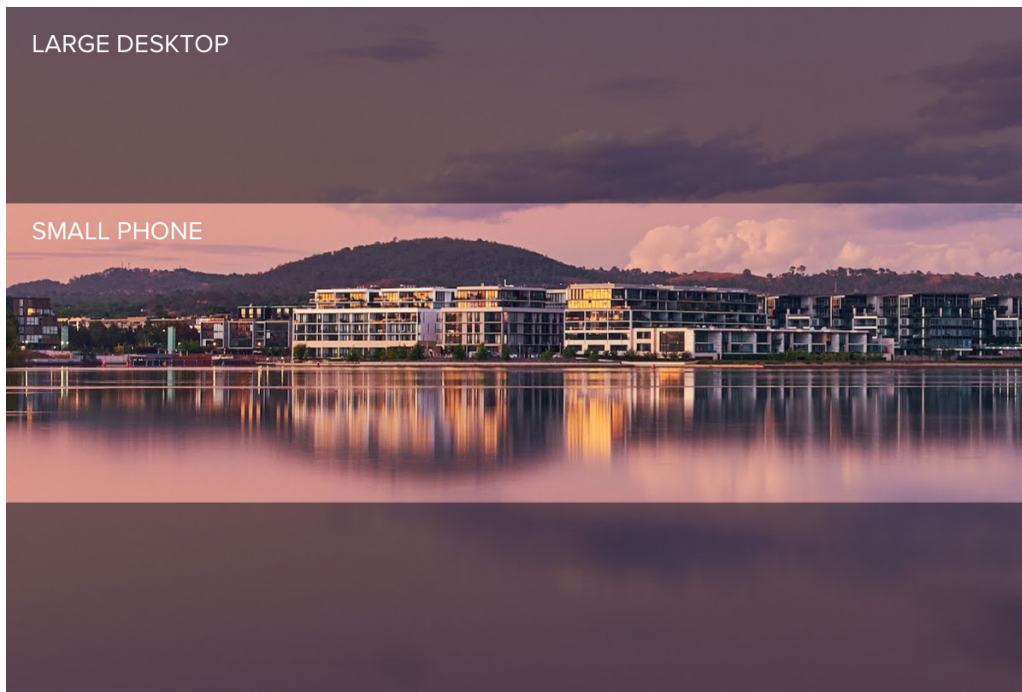

Ensure important content/logo is in the centre

Optimal image size: **1920px x 560px**

Visible space on all devices: **829px x 560px**

If preserving the full width of the content is important, then the image should be 1.48:1

Ensure important content/logo is in the centre

Optimal image size: **1920px x 1296px**

Visible space on all devices: **1920px x 559px**

For further information on these opportunities and pricing, please contact your Account Manager.

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