

**EG DigitalMedia provides innovative and measurable online advertising services to the commercial property market. Whether you want to increase awareness of your brand, generate leads, boost your corporate identity or launch a new product EG DigitalMedia is positioned to help you achieve your goals.**

## Services

**Online advertising** – advertise on EGi and EG PropertyLink

**Keyword town sponsorship** – align your advertising with a town location search term e.g. Manchester

**E-newsletter sponsorship** – advertise on EG Group e-newsletters eg. AM and PM news alerts

**Email marketing** – send bespoke emails to a targeted audience

**EGTV Video Production** – produce video content e.g. scheme videos

**Online sponsorship** – sponsor the EG Group's online events

**Webcasts and webinars** – sponsor an online debate

**Online brochures** – showcase your brand

## EG DigitalMedia Rates

Service	Placement	Cost
Online display advertising	EGi and EG PropertyLink	£40 cpm
Keyword town sponsorship	EG PropertyLink	£1,500 for 6 months
E-newsletter sponsorship	Eg. AM and PM daily newsletters Frequency: weekly	From £1,500
Email marketing	To the EG Group database approx. 35,000 contacts	From £2,500
EGTV video production	Tailored to client brief	Price upon request
Online sponsorship	For a full list of online sponsorship opportunities visit <a href="http://www.estatesgazettegroup.co.uk">www.estatesgazettegroup.co.uk</a>	Price upon request
Webcasts and webinars	Tailored to client brief	Price upon request
Online brochures	Tailored to client brief	Price upon request

## EG DigitalMedia Ad Spec

E-newsletters		
Side buttons	120x(flexible) pixels	Gif, animated gif or JPEG
Top banner	468x60 pixels	Gif, animated gif or JPEG
Online display advertising		
Banners	468x60 pixels	Animated gif or swf files
Skyscrapers	120x600 pixels	Animated gif or swf files

- File sizes should be no more than 30kb.
- Please send all creative work (including the click through url) to [egdmproduction@rbi.co.uk](mailto:egdmproduction@rbi.co.uk) one week before booked date.

## Contact

**Robert Monaghan | Sales Manager | [robert.monaghan@rbi.co.uk](mailto:robert.monaghan@rbi.co.uk) | +44 (0)20 7911 1821**

**Julie Johnstone | Key Account Manager | [julie.johnstone@rbi.co.uk](mailto:julie.johnstone@rbi.co.uk) | +44 (0)20 7911 1877**