

idealista

Advertising
Display
on idealista



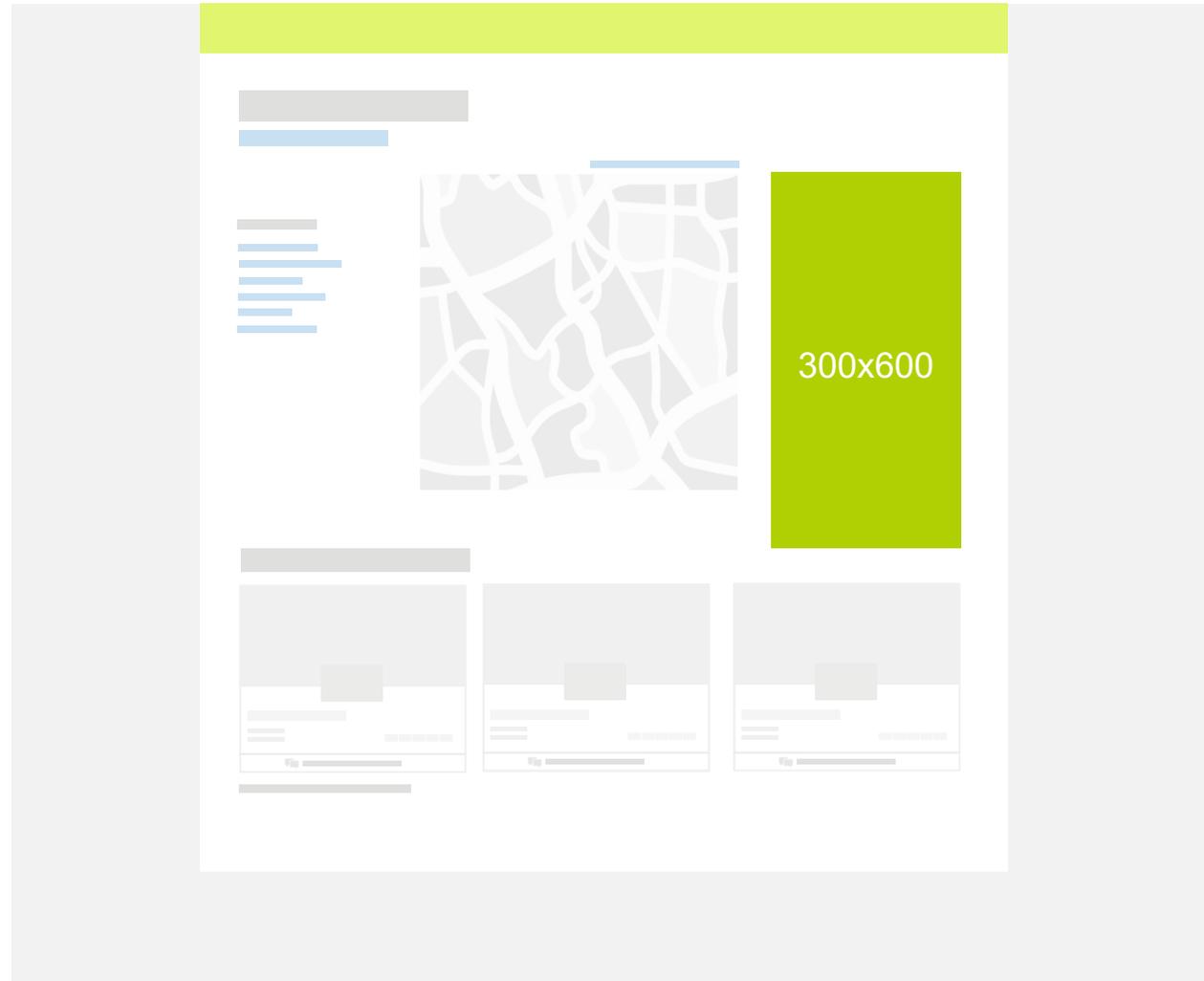
Sidebar ad: map page

Maximum visibility for your brand.

Size	300x600px or 300x250px
Format	gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	YES (Mp4)
Redirect	Subject to testing
Destination URL	Provide link



For HTML5 or video development, refer to the last page.



Visible on desktop and tablet.

High-impact format thanks to its size and placement.

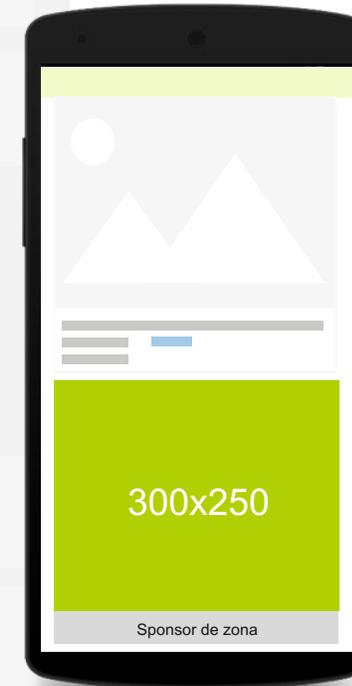
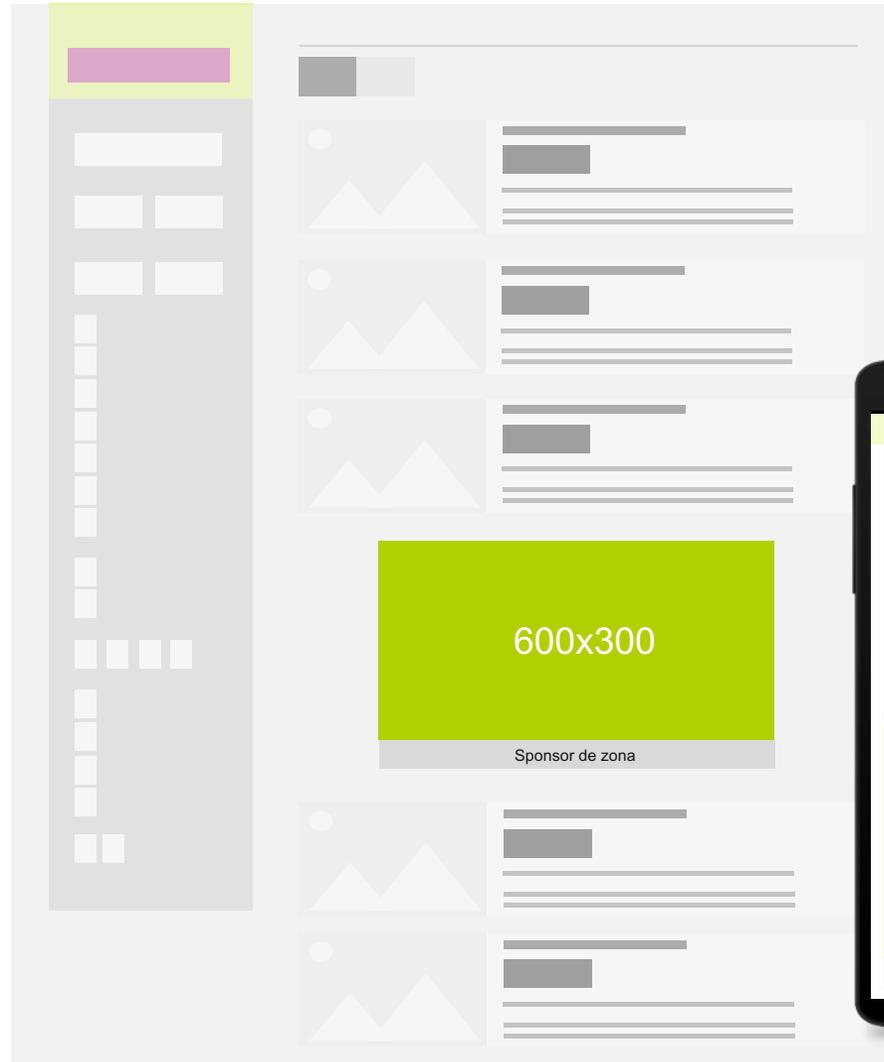
Local sponsor

Make **your brand top** the listings in your area

- 1 Megabanner in your chosen area, **exclusively** on desktop and mobile.
- 2 Boost the **visibility of all your listings** in that area
- 3 Ideal for those who want to be the **1st choice** for buyers and sellers
- 4 Your brand will appear in the **4th position** of the search results with the tag "Sponsor de zona".
- 5 **Increase your local brand awareness** and strengthen your leadership.
- 6 **Unique, personalised design.** We tailor it to match your brand identity and values. You can update the design to suit your needs.



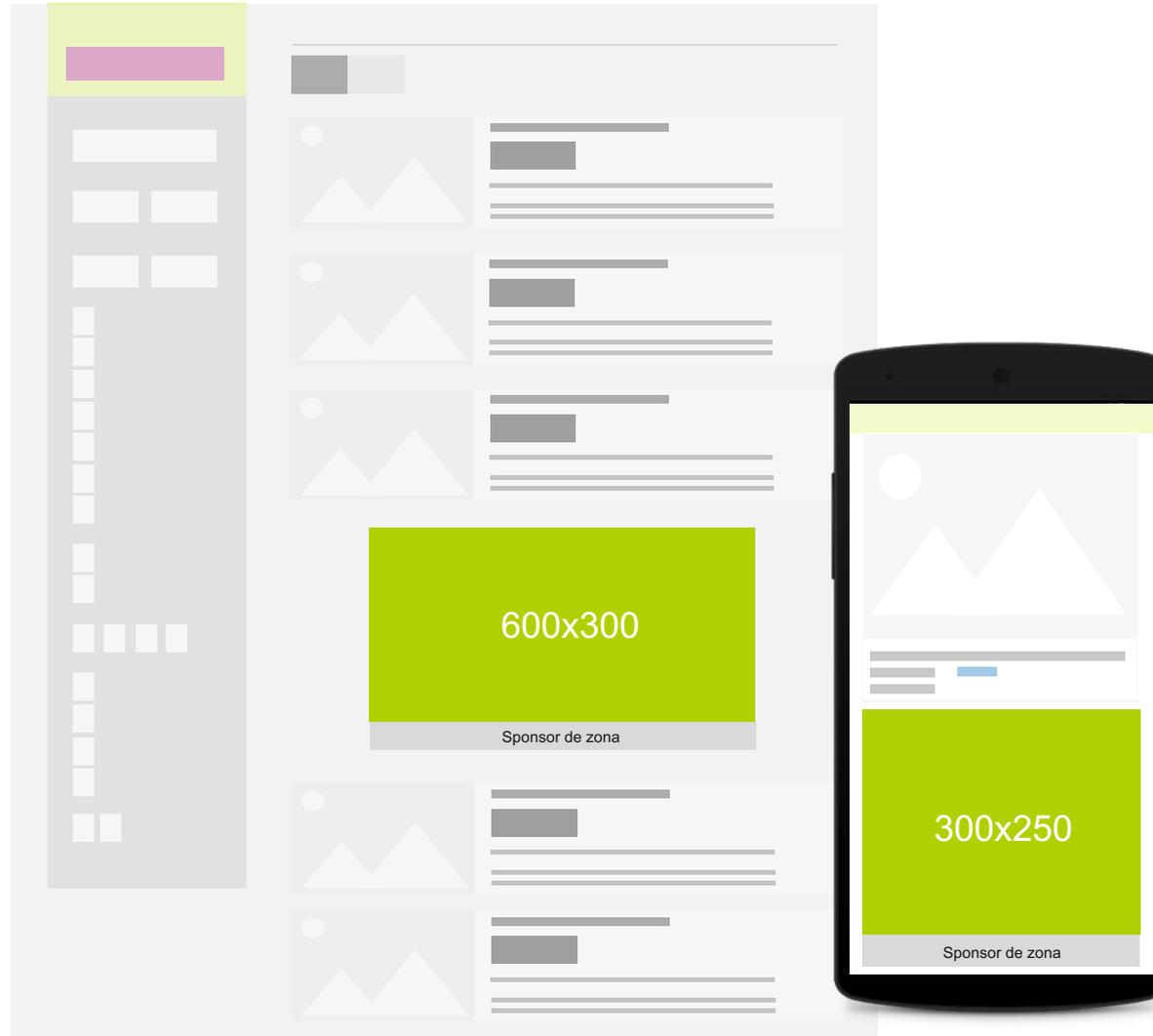
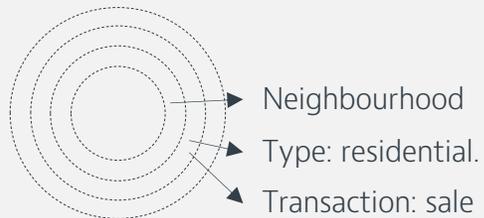
Only one sponsor per area. Book before your competitors do.



Use it to **attract property owners**, promote campaigns or highlight specific listings.

Local sponsor

Size	600x300px (static) + 300x250px
Format	.gif, .jpg, .png
Max Weight	99.8 KB
Animation	NOT on desktop but on mobile
Audio	NOT on desktop but on mobile
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



Visible on all platforms.

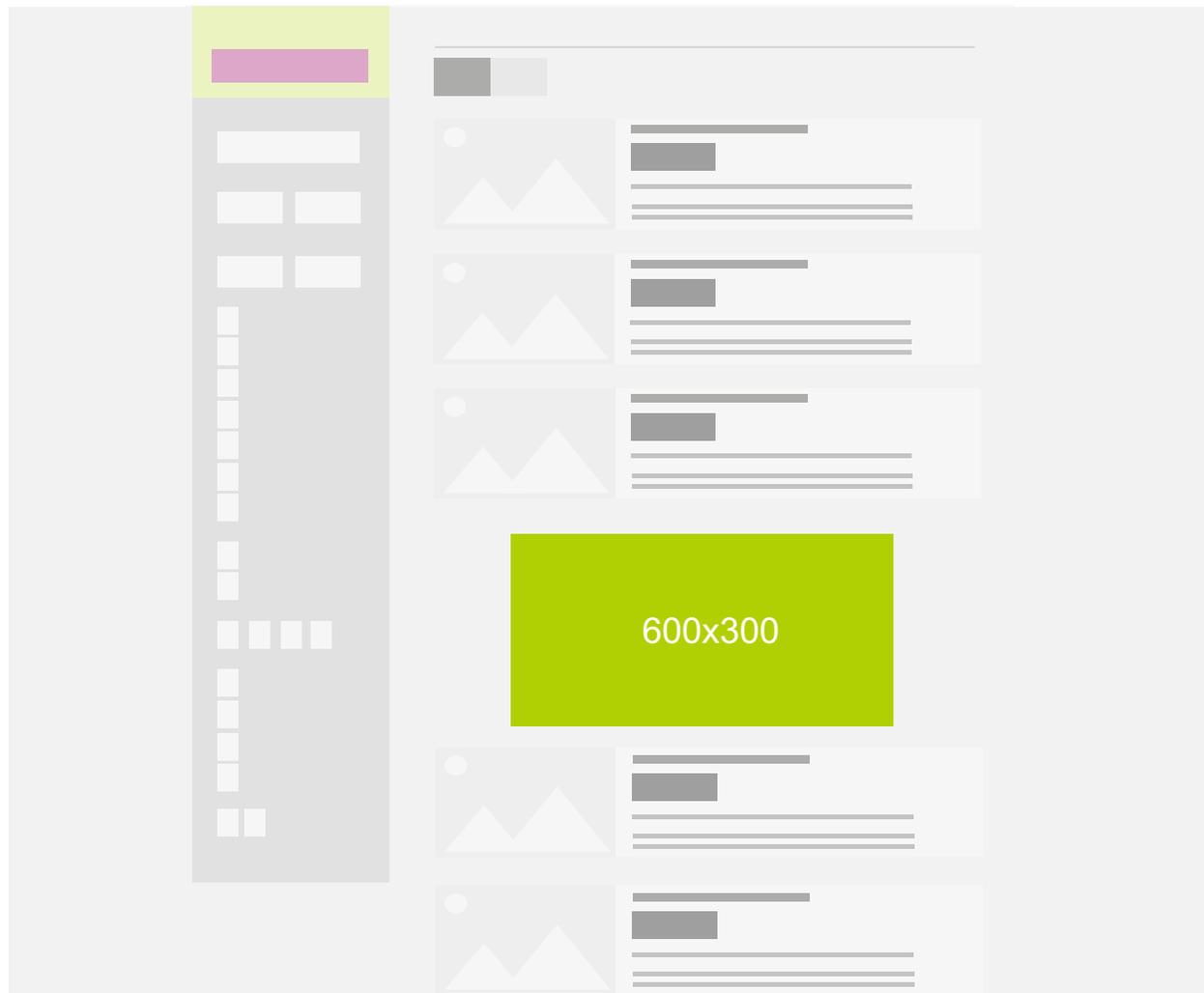
Positioned in the user's main focus area.
4th position in the search results.

Large ad: search results list Desktop + tablet

Specifications valid for 2 spaces:

- It appears in the 4th position of the search results list.
- Below, it appears in the 20th position of the search results list.

Size	600x300px
Format	.gif, .jpg, .png (static)
Max Weight	99.8 KB
Animation	NO
Audio	NO
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



Visible on desktop and tablet, with resolutions above 768px.

Positioned in the user's main focus area.
4th or 20th position in the search results.

Box ad: search results list Mobile

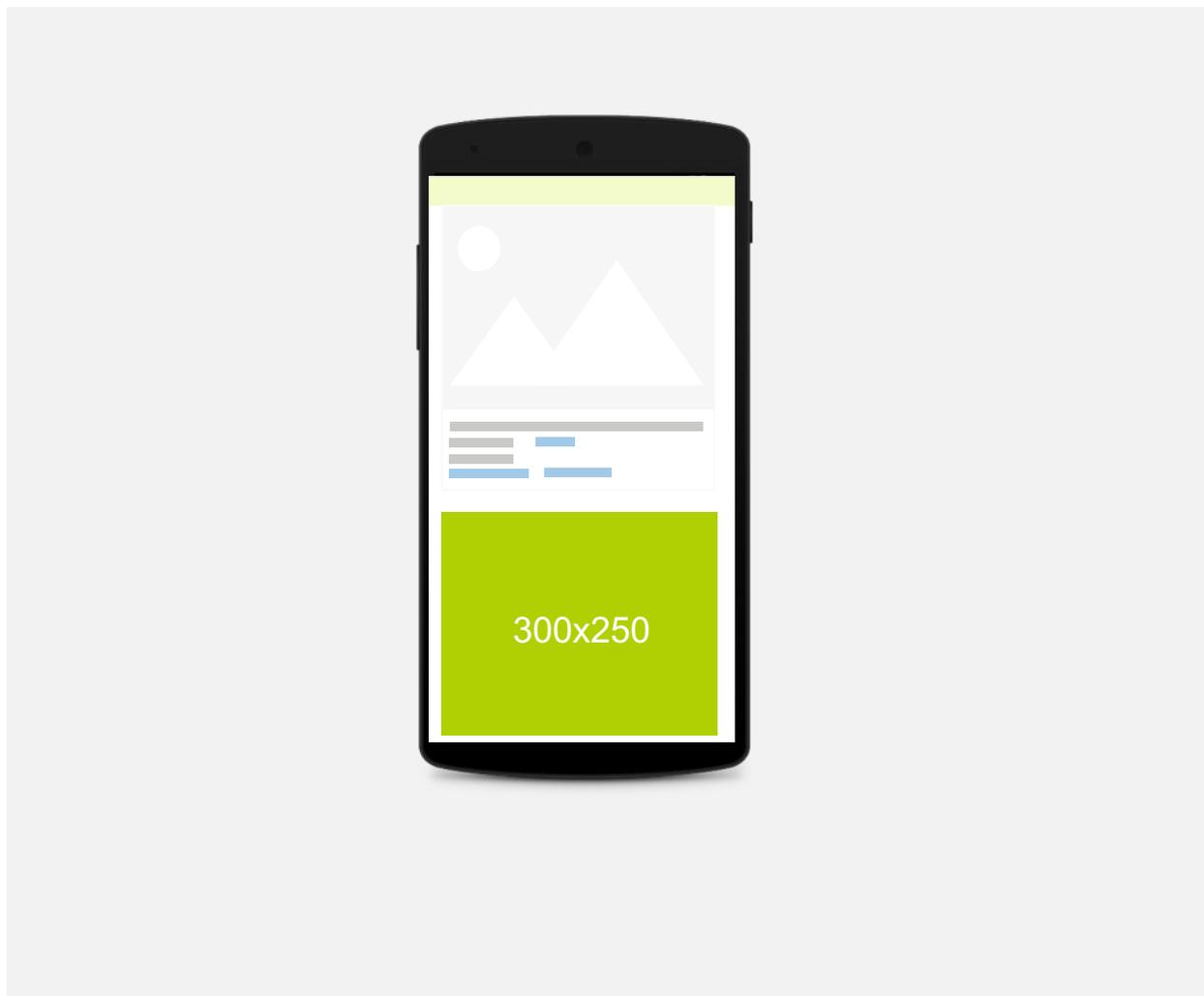
Specifications valid for 2 spaces:

- It appears in the 4th position of the search results list.
- Below, it appears in the 20th position of the search results list.

Size	300x250px
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	YES (mp4)
Redirect	Subject to testing
Destination URL	Provide link



For HTML5 or video development, refer to the last page.



Visible on mobile devices.

Positioned in the user's main focus area.
4th or 20th position in the search results.

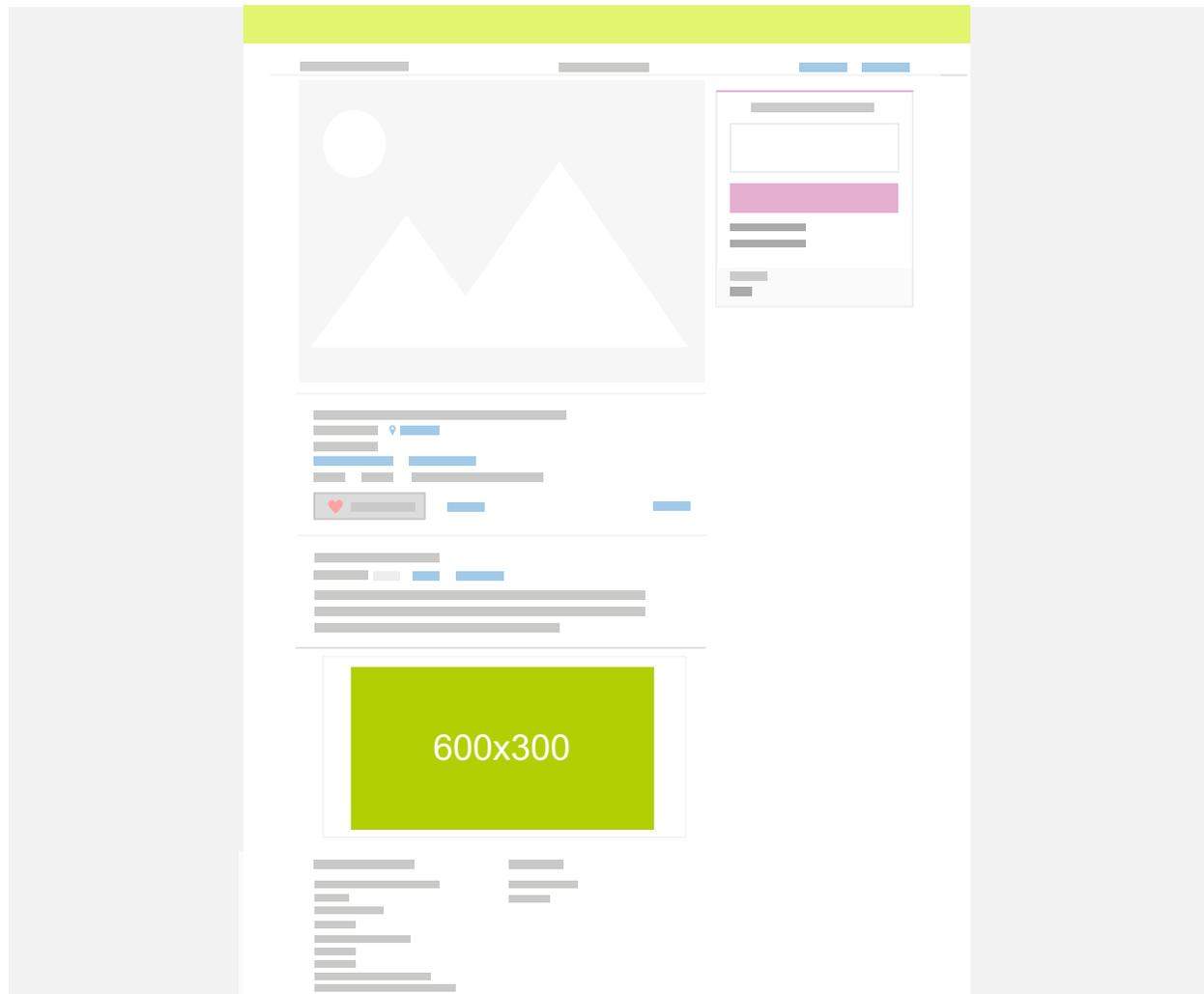
Large ad: listing detail page Desktop + tablet

It is displayed below the central data column on the detail page.
Desktop and tablet with a resolution greater than 768px.

- Size 600x300px
- Format .gif, .jpg, .png, HTML5
- Max Weight 99.8 KB
- Animation YES, infinite loop
- Audio NO
- Video YES (mp4)
- Redirect Subject to testing
- Destination URL Provide link



For HTML5 or video development, refer to the last page.



Positioned within the details of private listings, in the user's central focus area.

Highly noticeable format for brand awareness. With strong creative, it delivers great impact.

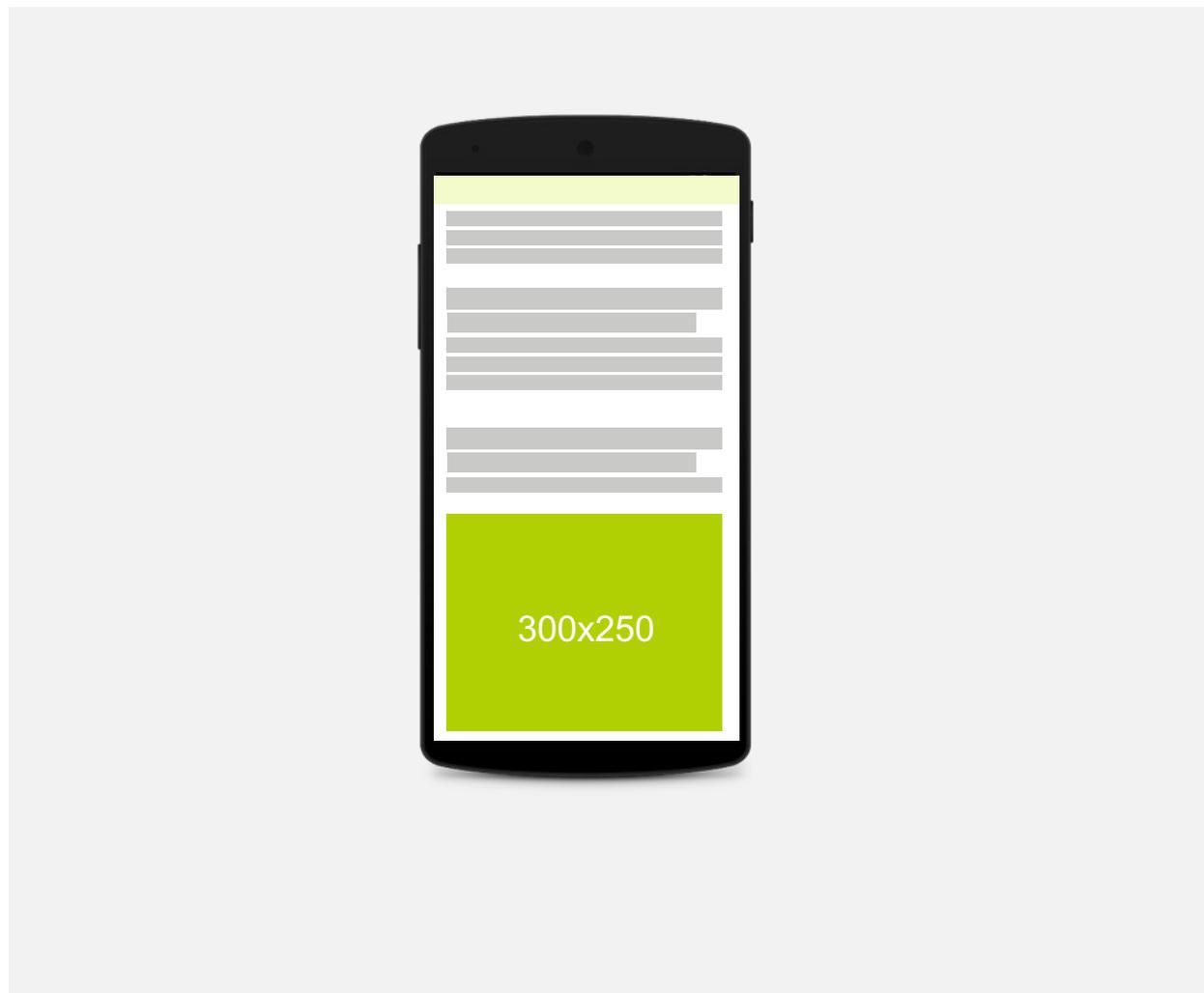
Large ad: listing detail page Mobile

It is displayed below the central data column on the detail page.
Visible on mobile with a resolution lower than 768px.

Size	300x250px
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	YES (mp4)
Redirect	Subject to testing
Destination URL	Provide link



For HTML5 or video development, refer to the last page.



Positioned within the details of private listings, in the user's central focus area.

Highly noticeable format for brand awareness. With strong creative, it delivers great impact.

idealista

Advertising
Display on
idealista/news



Sidebar ad: news Desktop, tablet, mobile

It is displayed on the first scroll of the homepage and in all news articles.

Size	300x600px + 300x250px
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



idealista/news is a benchmark in the real estate market.

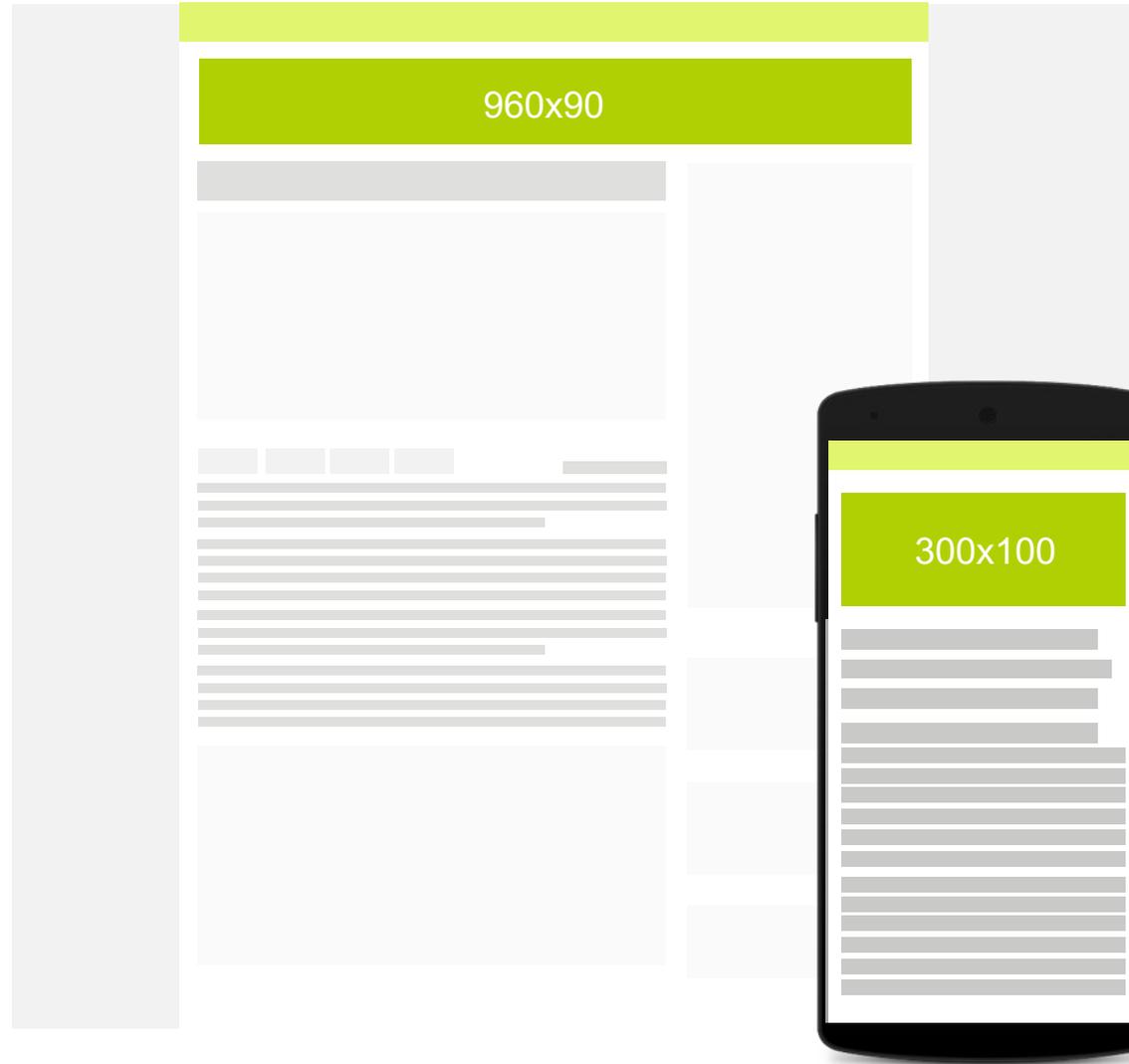
Its content is based on news and opinions about the housing market.

The target audience: individuals interested in the real estate market, industry professionals, investors, financial analysts, and journalists.

Large banner ad: news Desktop and tablet

Large banner ad: news. Visible in all resolutions

Size	960x90px + 300x100
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



idealista/news is a benchmark in the real estate market.

Its content is based on news and opinions about the housing market.

The target audience: individuals interested in the real estate market, industry professionals, investors, financial analysts, and journalists.

Text link in news articles

It is displayed at the end of each news article.

- Size A maximum of 72 characters
- Format Text
- Destination URL Provide link
- Tracking pixel YES



idealista/news is a benchmark in the real estate market.

Its content is based on news and opinions about the housing market.

The target audience: individuals interested in the real estate market, industry professionals, investors, financial analysts, and journalists.

idealista

Advertising
Sponsored
news article



Sponsored news article

This involves the creation of a news article that is inserted into the daily or weekly newsletter.

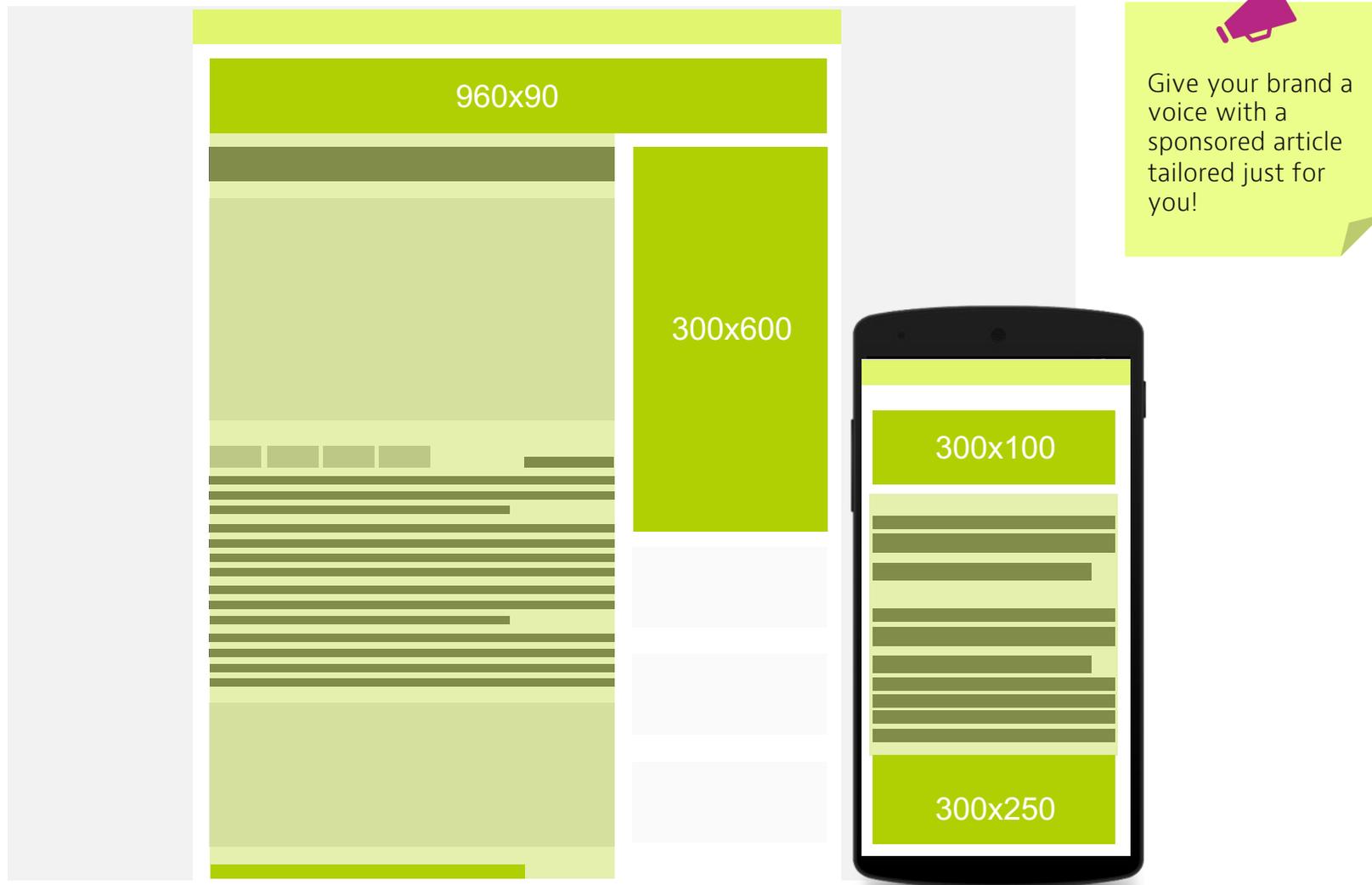
idealista/news is a benchmark in the real estate market.

The target audience: individuals interested in the real estate market, industry professionals, investors, financial analysts, and journalists.

The content of the article will be provided by the client and reviewed by the news editorial team. The news article is accompanied by these banners:

- Large banner size **960x90px**
- Large banner size (mobile) **300x100**
- Large ad size (desktop) **300x600px**
- Large ad size (mobile) **300x250px**
- Text link size maximum **72 characters**
- Format .gif, .jpg, .png, HTML5
- Max Weight 99.8 KB
- Animation YES, infinite loop
- Audio NO
- Video YES (Mp4)
- Redirect Subject to testing
- Destination URL Provide link

For HTML5 or video development, refer to the last page.



idealista

Advertising
Newsletter



Text link in the daily newsletter "está pasando"

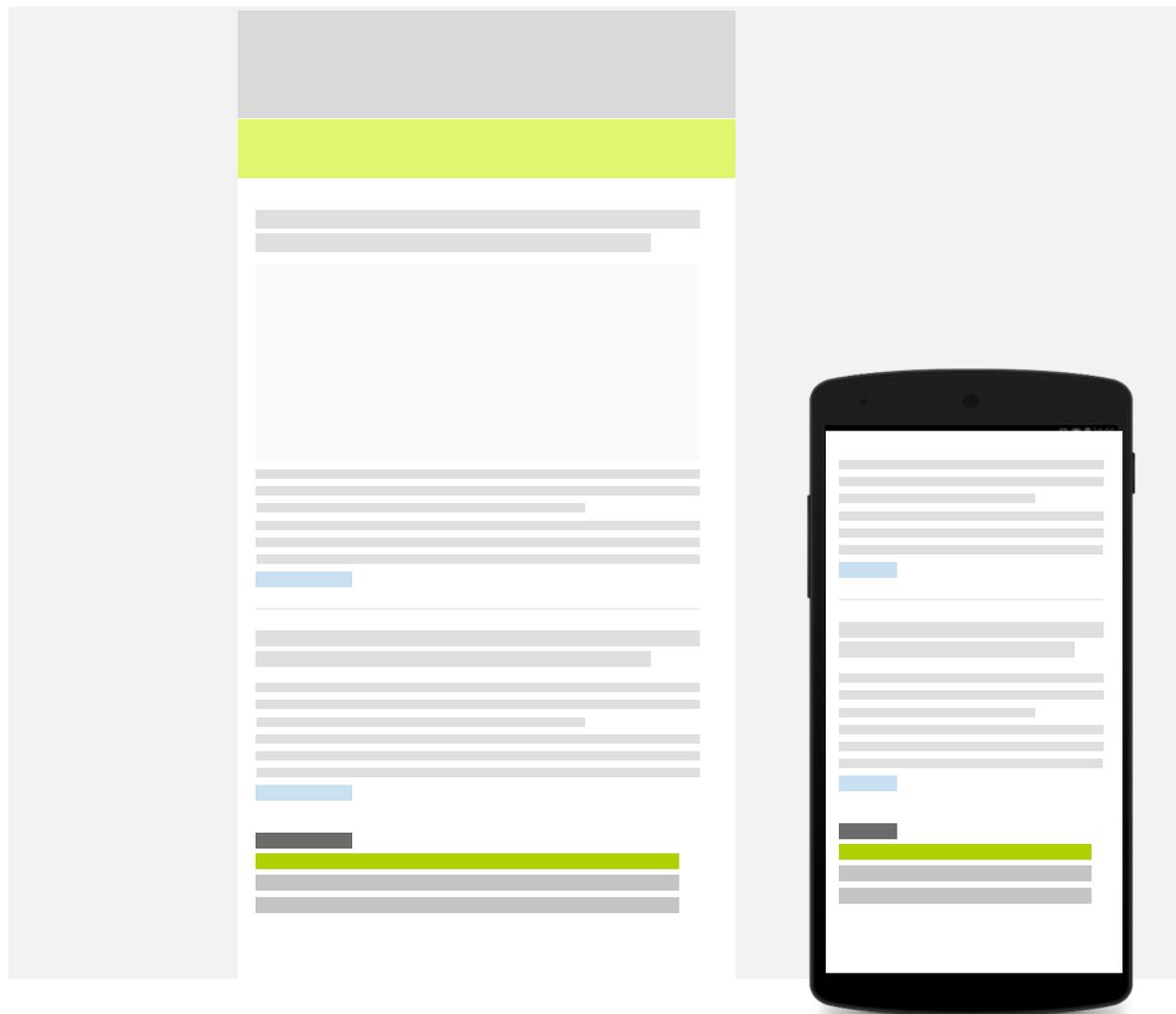
It appears in the **daily** newsletter sent to registered users, real estate professionals, investors, financial analysts, and journalists.

Size	A maximum of 72 characters
Format	Text
Destination URL	Provide link
Tracking pixel	YES

The product consists of a "text link" phrase that appears in the daily newsletter. This phrase can coexist with up to 5 others in rotation, as the ad block contains 6 spaces:

- 3 at the top
- 3 at the bottom

To achieve good results, we recommend updating the phrase daily to ensure the click-through rate doesn't drop.



Reach a targeted audience with a powerful message! Promote your brand or service.

Text link in the weekly newsletter

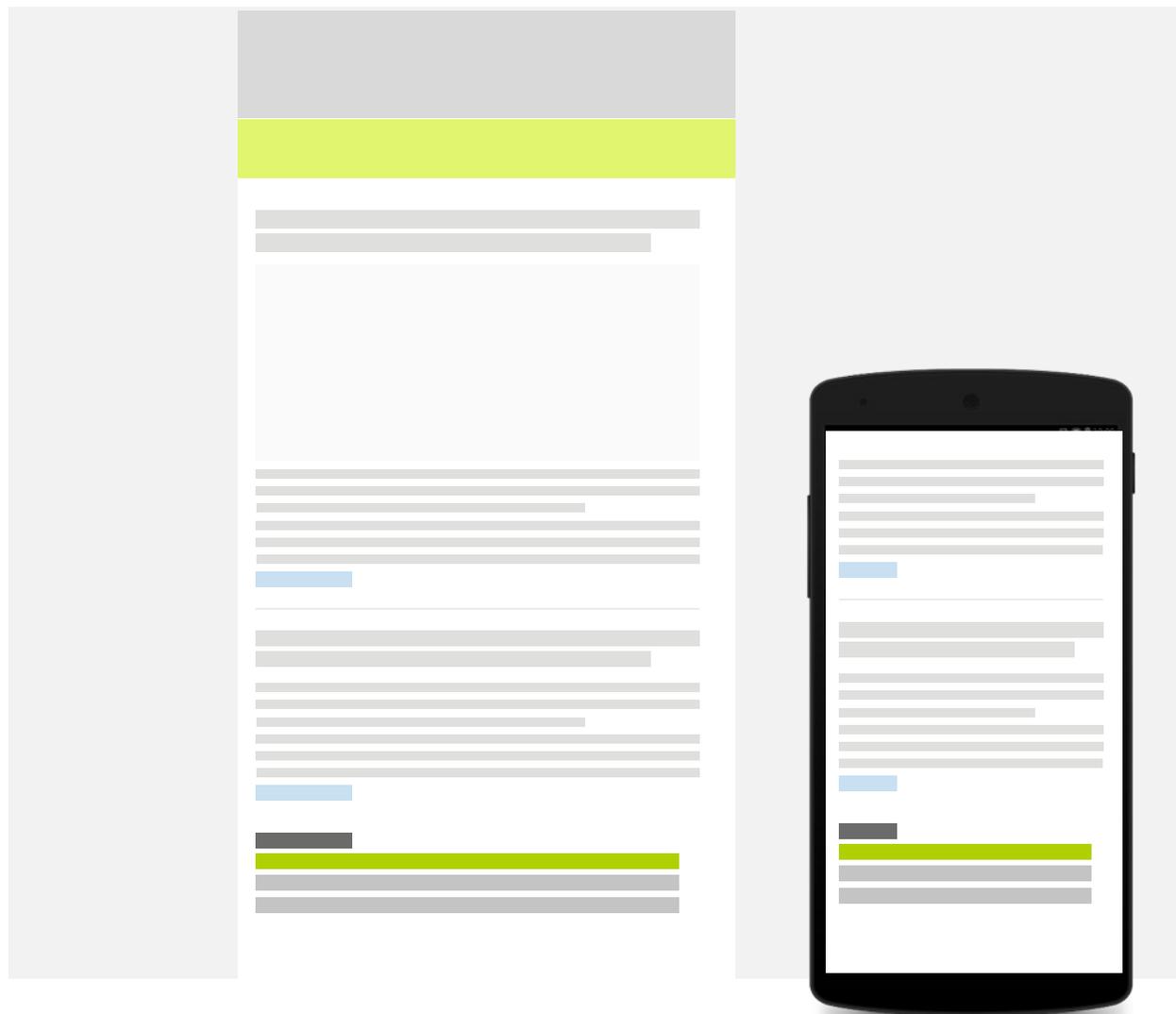
It appears in the weekly newsletter sent **every Friday** to registered users, real estate professionals, investors, financial analysts, and journalists.

- Size A maximum of 72 characters
- Format Text
- Destination URL Provide link
- Tracking pixel YES

The product consists of a "text link" phrase that appears in the weekly newsletter (Friday). This phrase can coexist with up to 5 others in rotation, as the ad block contains 6 spaces:

- 3 at the top
- 3 at the bottom

To achieve good results, we recommend updating the phrase daily to ensure the click-through rate doesn't drop.



Reach a targeted audience with a powerful message! Promote your brand or service.

Featured or sponsored promotion in the weekly newsletter

The product consists of a title, image, descriptive text, and a link. It appears in the weekly newsletter sent **every Friday** to registered users, real estate professionals, investors, financial analysts, and journalists.

Format	Image (.jpg static) + Text
Size	540x380px (.jpg static)
Max Weight	99.8KB
Title text	Maximum 72 characters
Description text	Maximum 200 characters
Destination URL	Provide link
Tracking pixel	YES



Reach a targeted audience with a prominent space!

Featured in the Luxury newsletter

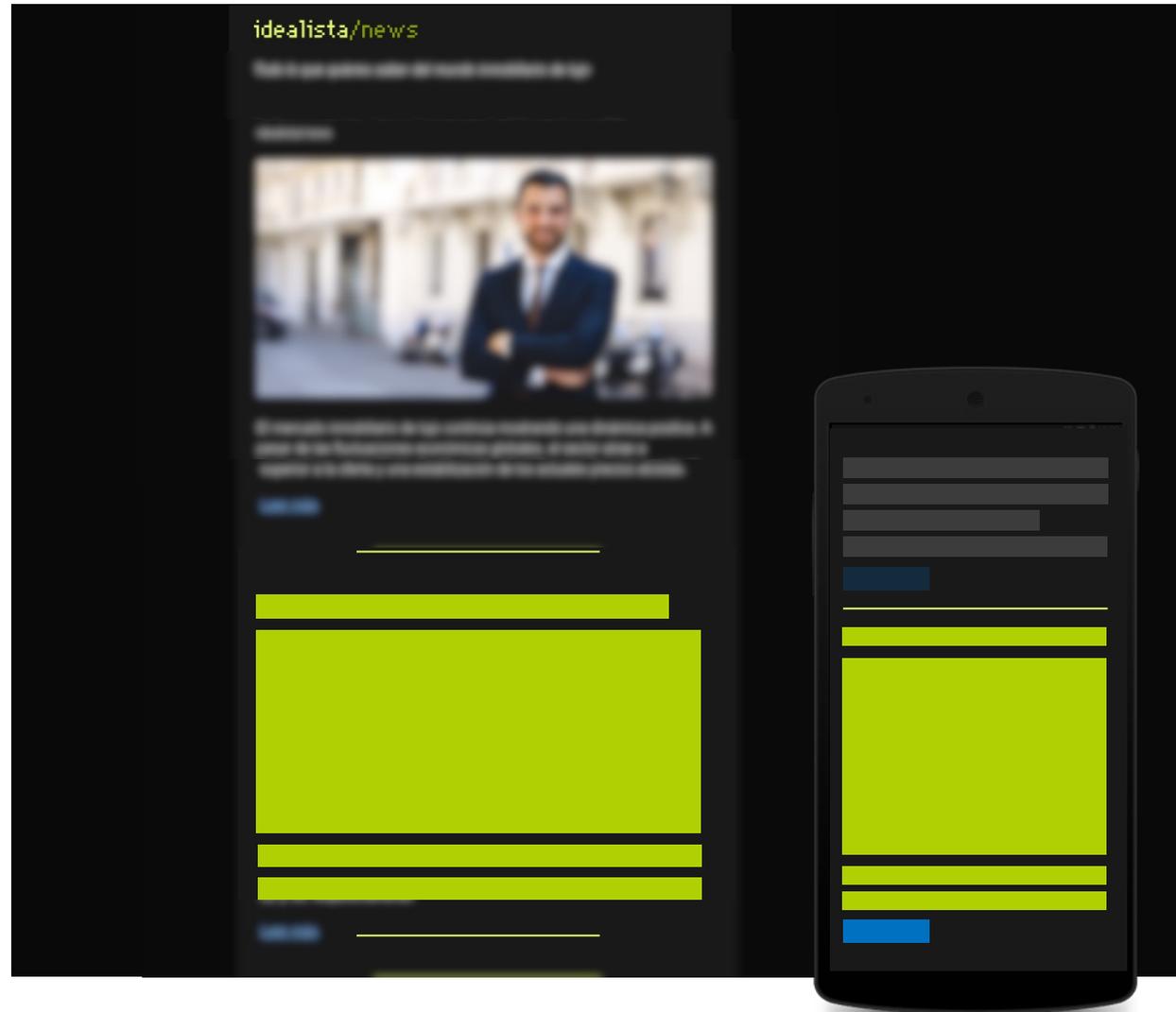
The product consists of a title, image, descriptive text, and a link.

Features

The Luxury newsletter is sent once a month and gathers the most relevant real estate news related to the luxury market, attracting **users and professionals interested in high-end properties.**

This newsletter is sent in **Spanish** to users with their browsing language set to Spanish or Catalan, and in **English** for all other users. Therefore, the client must provide the materials in both languages.

- Format Image (.jpg static) + Text
- Size 540x380px
- Max Weight 99.8KB
- Title text Maximum 72 characters
- Description text Maximum 200 characters
- Destination URL Provide link
- Tracking pixel YES
- Material handover 48 hours before sending



idealista

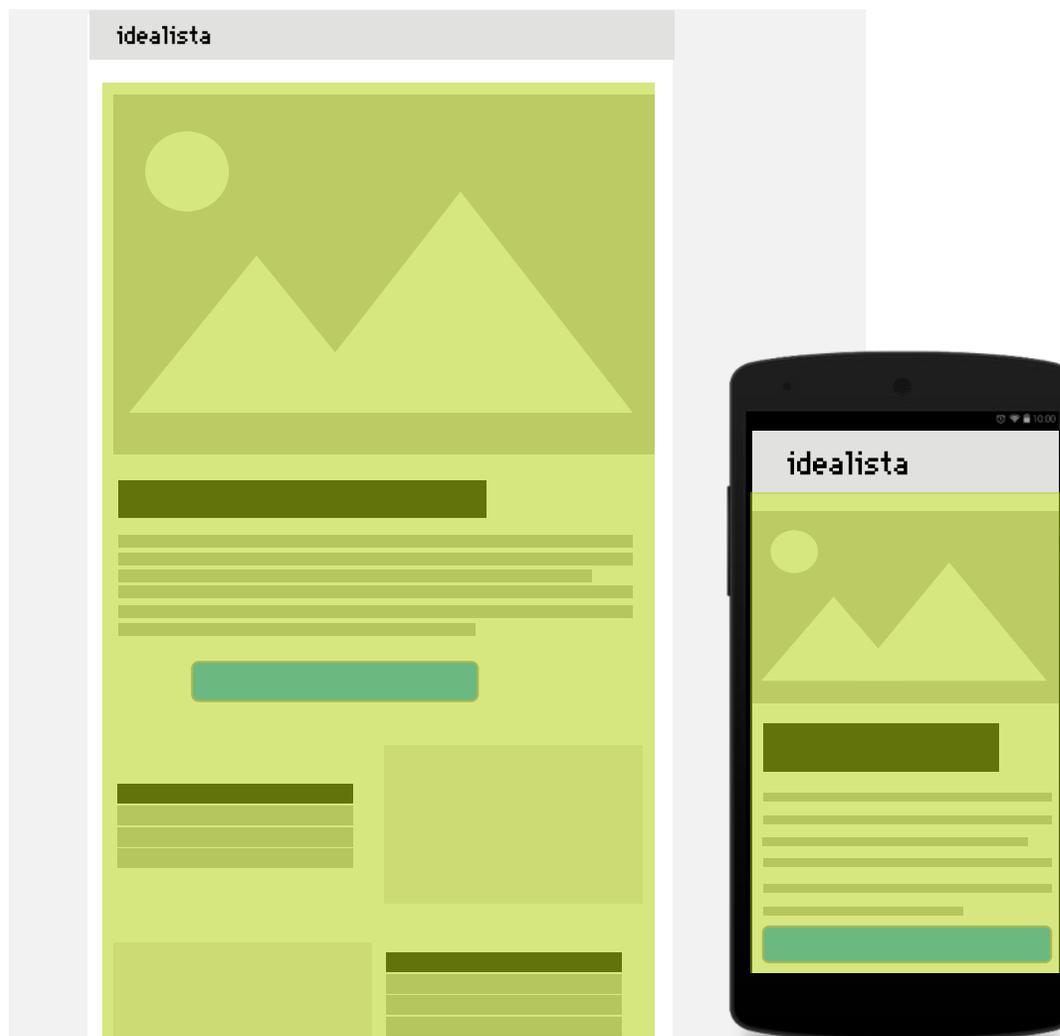
Advertising
DEM (emailing)



DEM

Email marketing.

Size	maximum width: 550px
Image format	.gif, .jpg, .png
Animation/or Audio	NO
Video	NO
Tracking pixel	YES
Destination URL	Provide a link that leads to the destination page
Subject	Provide the text that will be used as the subject of the email.
Pre-header	Provide the text for the title
Format	responsive .html:



idealista's user database enables effective email marketing—a perfect communication tool to promote your product by reaching a specific, relevant target audience!

DEM

How to Reduce the Risk of Spam in DEM

A well-constructed DEM should have an almost 50-50% ratio between text and images.

The **subject line** is very important; it should be:

- Brief; it is recommended not to exceed 35 characters, including spaces
- Place the most important and/or impactful words at the beginning
- Avoid using words like: Free, opportunity, bargain, hello...
- Avoid using question marks and exclamation marks
- Minimise the use of capital letters

The **pre-header** should not exceed 30 characters

Emojis in subject lines: Excessive use or placing them in the middle of a message can make reading difficult. Use **a maximum of one emoji**, as long as it makes sense with the subject line

The idealista advertising team:

- will be able to edit the HTML provided by the client to ensure proper display across all email clients.
- will be able to change the typography if it is not a system font .

01

It's best to avoid adding background images to prevent overloading emails with excessively large files.

02

There should be no references to external style sheets (CSS) or additions of inline styles.

03

Always use web-safe fonts to ensure correct display across all email clients.

04

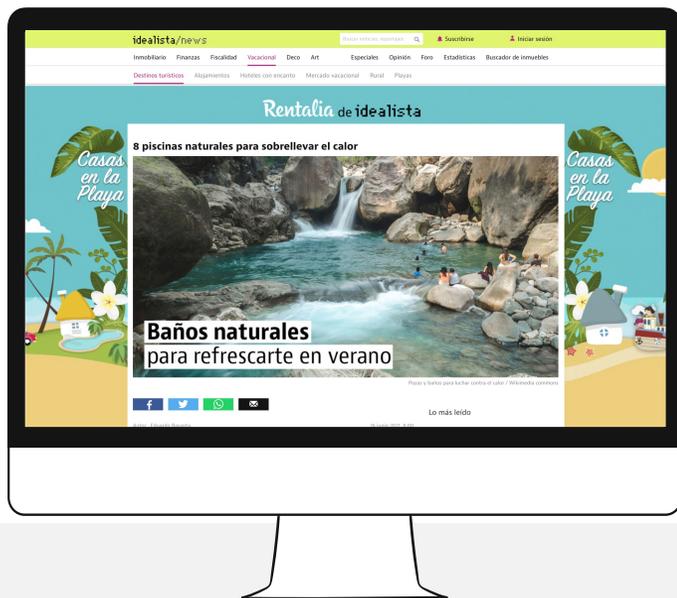
Text entered directly in HTML may appear differently on various devices due to differing screen resolutions.

idealista

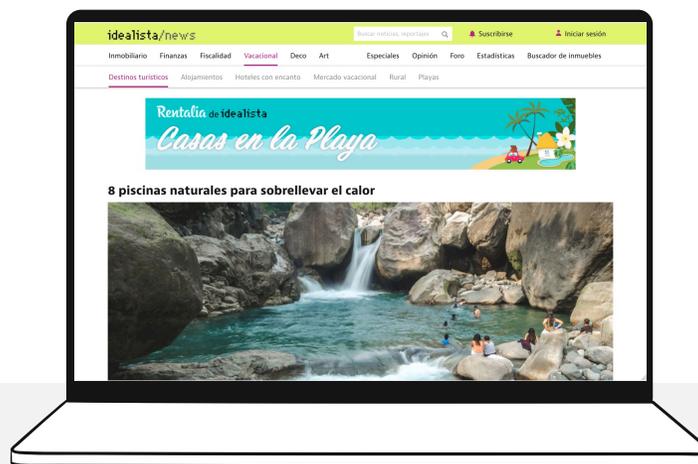
Advertising
Brand day



Brand day: news



Brand day with side banners: 1700x1102. Resolution from 1600px width



Top banner: 960x160. Resolution between 1024px and 1599px



Top banner: 728x160
Resolution between 800px and 1023px and tablet



Mobile banner 300x100

General features

1.

It is included in all news pages and on the homepage.

2.

It is composed of several banners depending on the resolution and device.

3.

It can appear for a maximum of 5 days on alternate days. For example: Monday, Wednesday, Friday, Monday, Wednesday.

Brand day: news

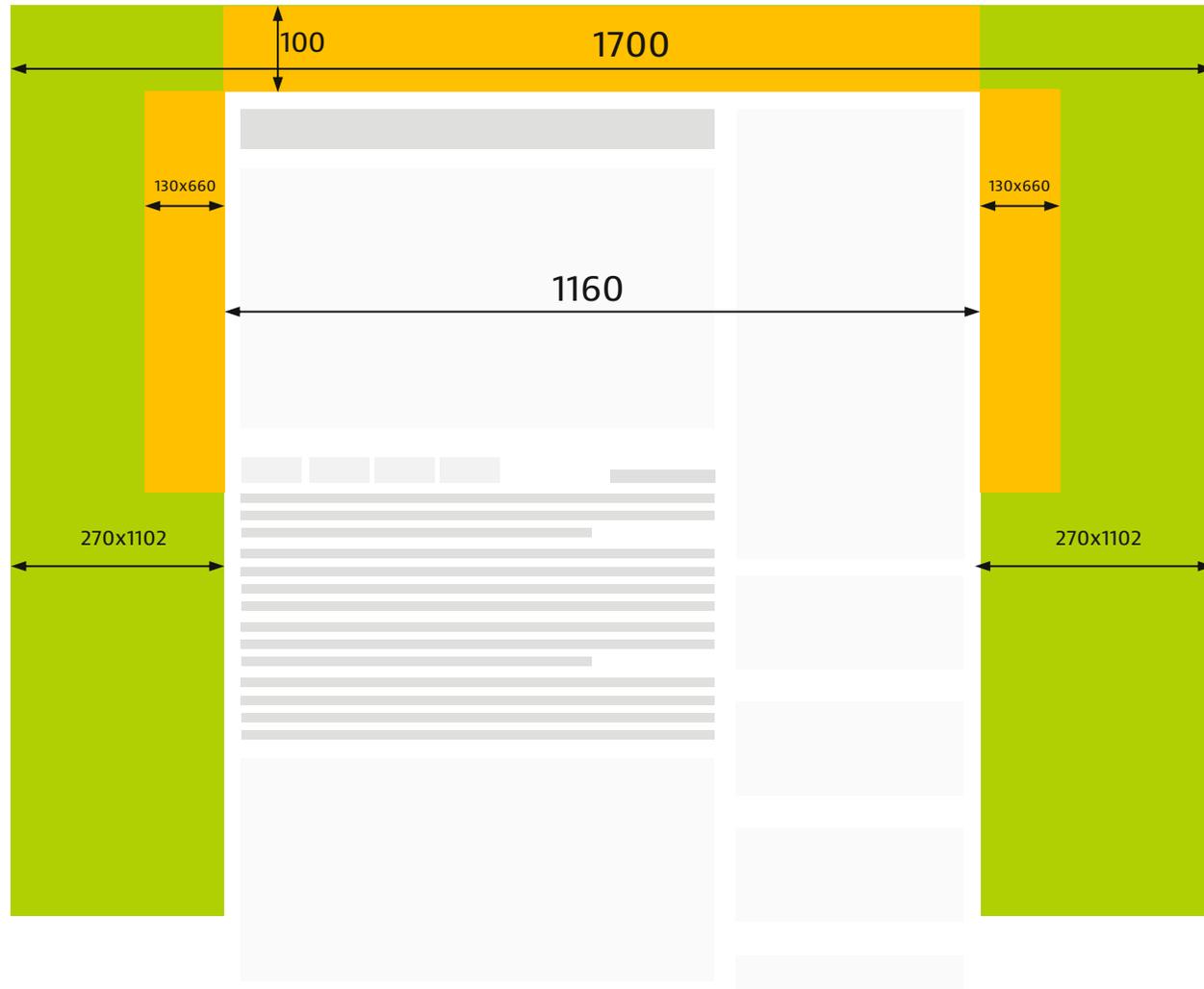
Designs with side banners. Resolution from 1600px width.

- Size 1700x1102
- Formato Transparent .png
(the central area must be transparent)
- Max Weight 120 KB
- Animation NO
- Audio NO
- Video NO
- Redirect NO
- Destination URL Provide link

Important!

For proper display on all devices: the important information on the sides should be placed within the areas marked in yellow in the image:

- 130x660px on the sides
- 100x990px at the top

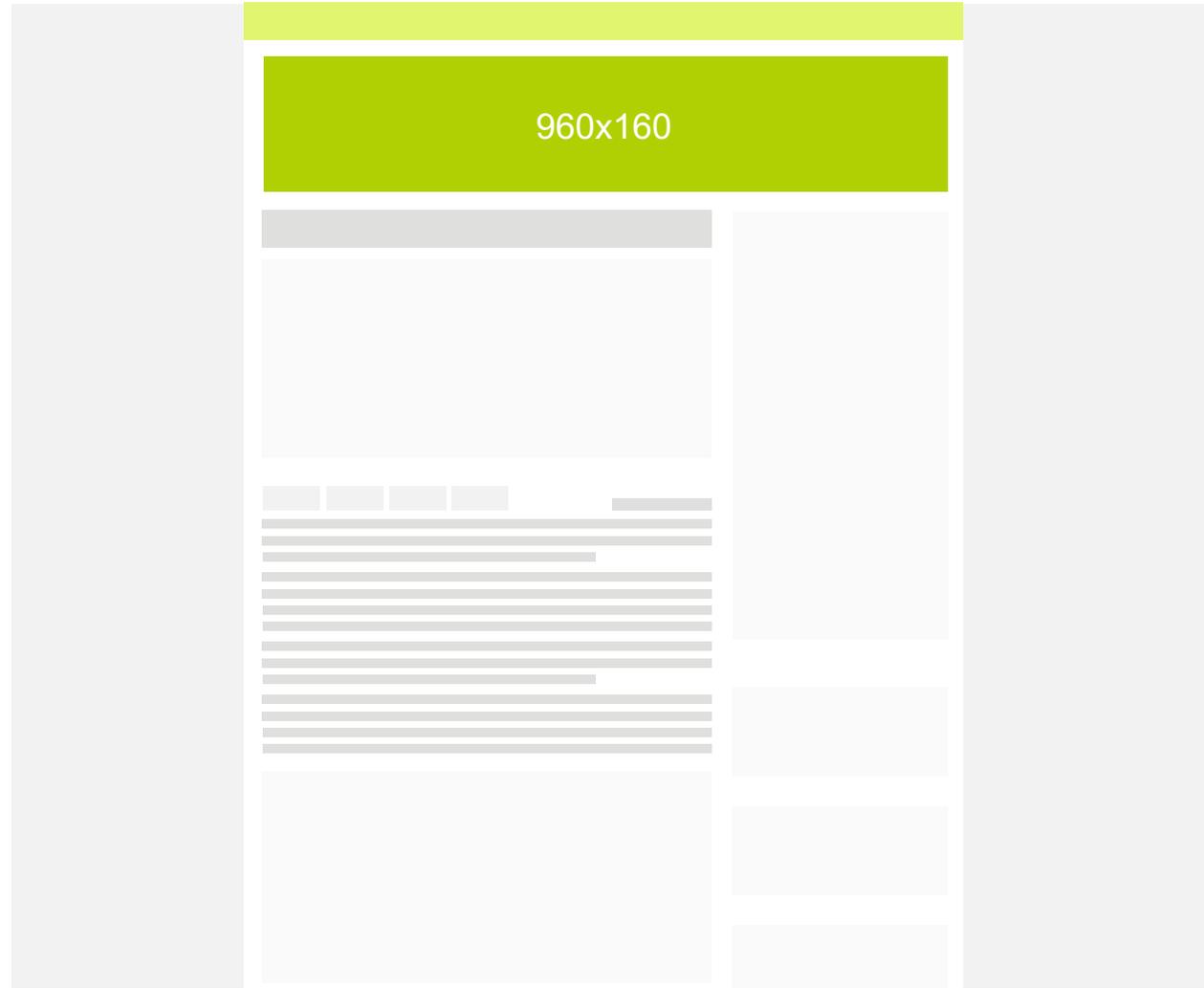


Download the template in .psd format [here »](#)

Brand day: news

Large banner ad: news. Resolution between 1024px and 1599px.

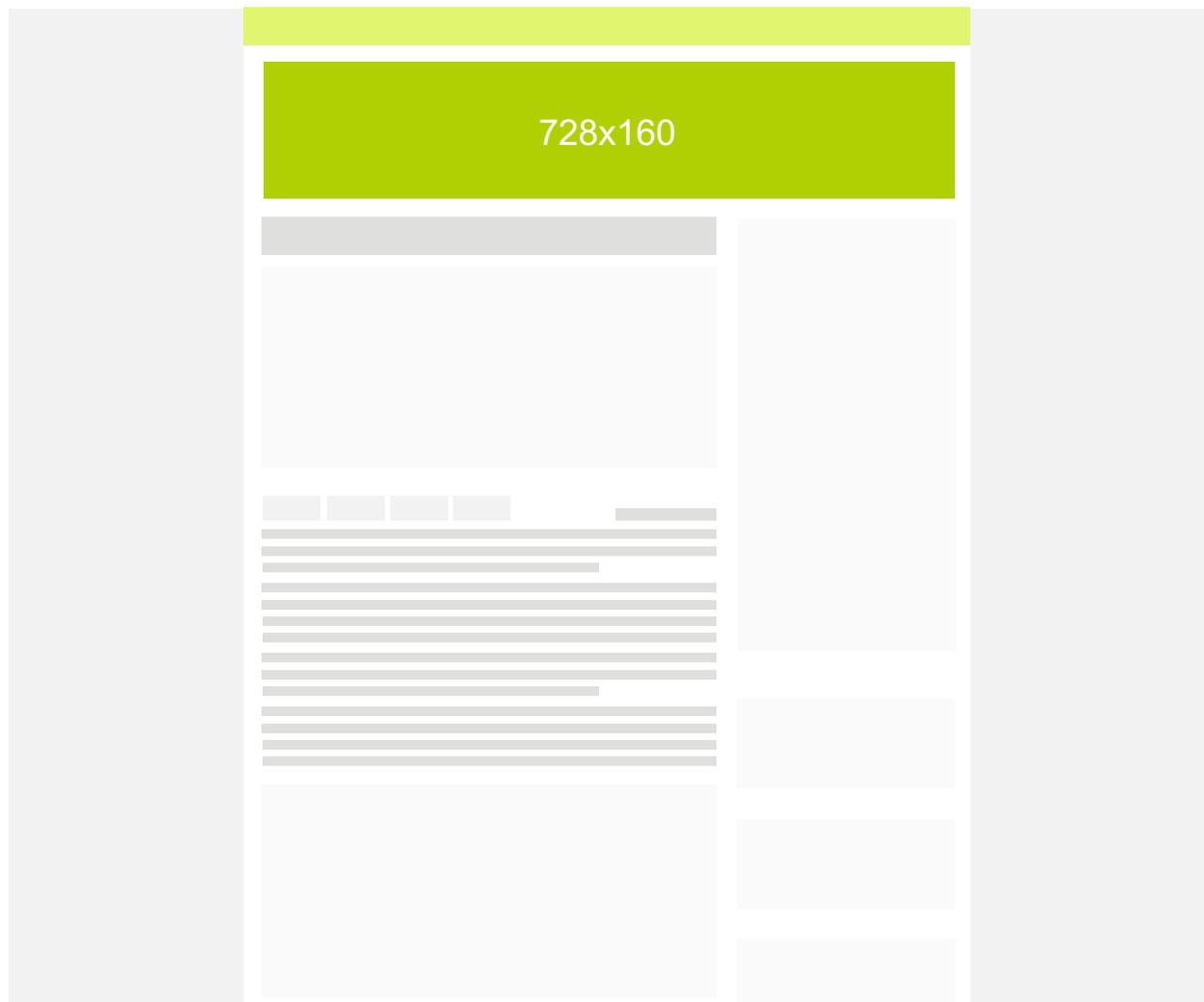
Size	960x160px
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



Brand day: news

Large banner ad: news. Resolution between 800px-1023px and tablet.

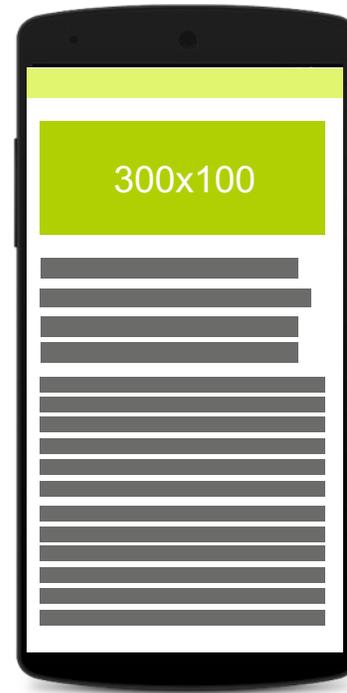
Size	728x160px
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



Brand day: news

Large banner ad: news. Visible on mobile, with a resolution lower than 768px.

Size	300x100px
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES, infinite loop
Audio	NO
Video	YES (mp4)
Redirect	Subject to testing
Destination URL	Provide link



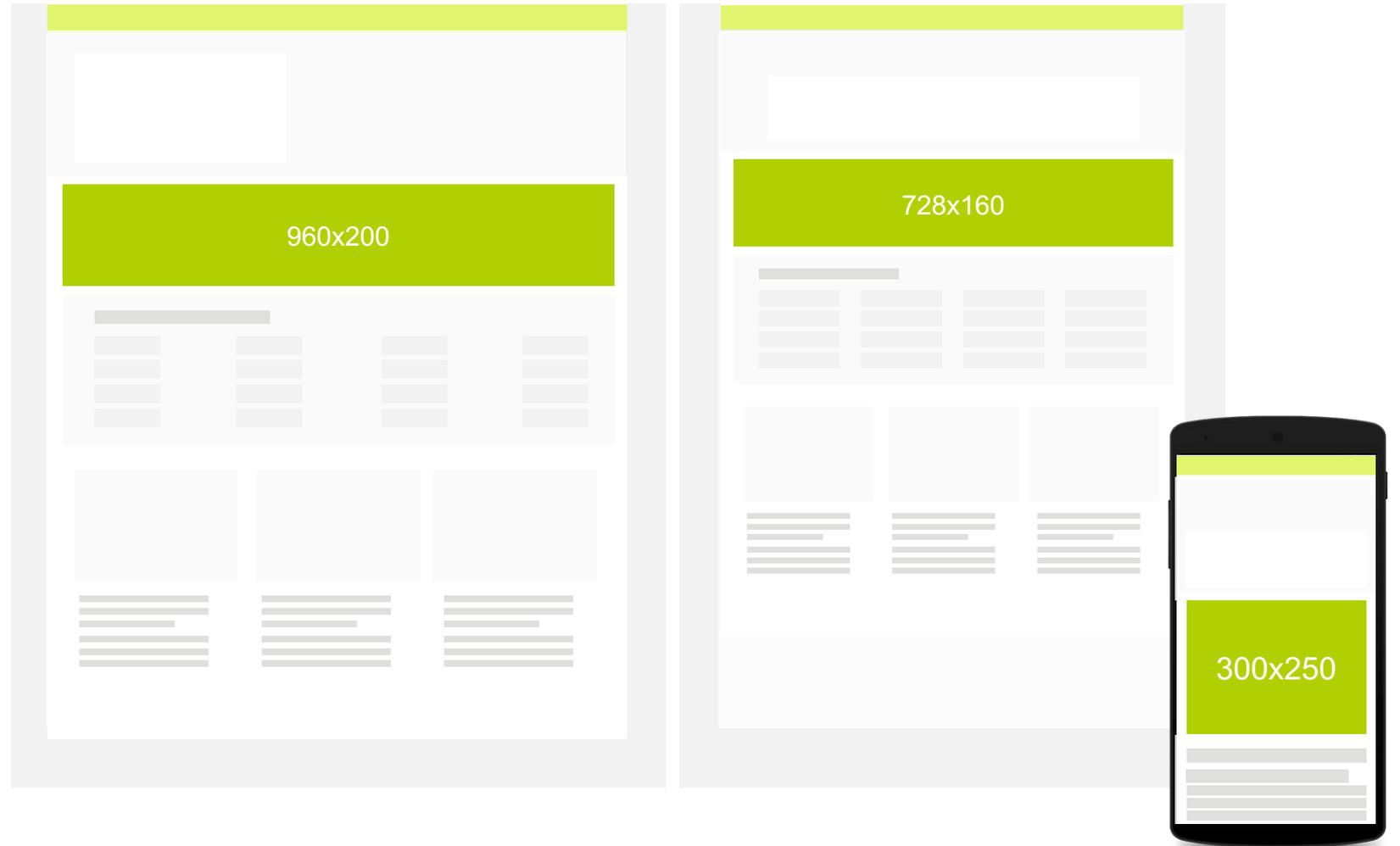
Billboard: energy homepage

It is displayed at the top of the homepage.

Three formats will be required:

- 960x200 (desktop)
- 728x160 (tablet)
- 300x250 (mobile)

Size	960x200 + 728x160 + 300x250
Format	.gif, .jpg, .png, HTML5
Max Weight	99.8 KB
Animation	YES
Audio	NO
Video	NO
Redirect	Subject to testing
Destination URL	Provide link



Advertising on idealista

Restrictions.

Advertising on idealista must always have a destination page, which can either be the client's website or an internal page of idealista.

The following behaviour is not allowed:

01

Including sound or having a website with sound as the destination page.

02

Opening a "mailto": that is, it will open a new email in the mail server by linking to an email address.
Or a WhatsApp conversation: that is, it will open the WhatsApp application with a conversation started.
*It is allowed to link to a contact form.

03

Including references to idealista, such as: "apartment recommended by idealista."

04

"Disguising yourself" as a piece of content or message from idealista (using our green or imitating our styles...)

05

Including fake interactive elements: links, buttons, text fields, checkboxes, etc.

Technical information

HTML5

Send us a compressed folder (max weight 98.8 KB) with:

- Image (jpg/png)
- HTML: it should be named index.html and placed at the root of the .zip
- .js or .css

The loading time must be under 1 second

Photo/Image

- less than 50 KB
- Save the photos in actual size, RGB, and 72 dpi in JPG
- For the design:
 - transparent elements: save as PNG-8 or SVG
 - shadows or gradients: save as PNG-24 or SVG
 - graphic elements like backgrounds, rectangles, buttons: create them with code or save the block as PNG or SVG

Text

The fonts must be system fonts (the ones installed on all devices). That is, these blocks can be used:

- Georgia, serif
- "Palatino Linotype", "Book Antiqua", Palatino, serif
- "Times New Roman", Times, serif
- Arial, Helvetica, sans-serif
- "Arial Black", Gadget, sans-serif
- "Comic Sans MS", italics, sans-serif
- "Lucida Sans Unicode", "Lucida Grande", sans-serif
- Tahoma, Geneva, sans-serif
- "Trebuchet MS", Helvetica, sans-serif
- Verdana, Geneva, sans-serif
- "Courier New", Courier, monospace
- "Lucida Console", Monaco, monospace

Implement the clicktag and call to the Smartadserver API

Regardless of the option being used to create the pieces in HTML5, the redirection click and the call to our adserver must be included in all cases.

Add in <head> the script that makes the call to the Smart Adserver library, declare the clicktag variable, and the init function.

```
<head>
<!-- smartadserver library -->
<script src="https://ns.sascdn.com/diff/templates/js/banner/sas-clicktag-2.0.js"></script>
<!-- clickTag variable and init function -->
<script>
//Declare the clickTag variable
clickTag = "";
//Declare the init function
function init() {
}
</script>
</head>
```

The <body> tag must load the init function as shown below, and the banner content should be placed inside the body tag, along with a link (YOUR CONTENT).

```
<body onload="init();" style="background-color:#ffffff; margin:auto;">
  <a href="javascript:window.open(window.clickTag, '_blank'); void(0)">
    <!--your content-->
  </a>
</body>
```

Video

- Weight: between 2 and 5 Mb
- Format: MP4

The video must start without sound, so it is recommended that it makes sense without audio.