



# Advertiser's Guide

## Index

How to Register	Page 2
How to Add your Property	Page 4
How to add a Special Offer	Page 8
Additional Options	Page 10
Refer a Friend scheme	Page 11

## How to Register with 2-Let

Registering with 2-Let is designed to be as quick and easy as possible. You will find the “Register” option under the “Advertise” menu option on the 2-Let website – which will bring up the registration form shown below. Registration is totally free of charge, and does not commit you to placing an advertisement with 2-Let.

All you have to do is to choose a Username and Password for use on the website, and supply some details about yourself. The details are only visible to 2-Let staff, and will not be supplied to other companies or individuals (except in the case of suspected fraud or where we are legally required to do so). We do however reserve the right to validate the information supplied, and reject any applications which we are unable to validate to our satisfaction.

All compulsory fields are marked with a red asterisk throughout the site.

Any fields which may not be totally self-explanatory will have a ? icon after them, which if clicked will provide further help about what information is required. Again this is common throughout the site.

The only field which may not be obvious is the “Referrer Reference” – this allows us to reward existing members for referring new members to us. If you have been referred by an existing member they may have supplied you with a link to our website which will automatically have completed this field, or given you a code to enter.

Once the form has been completed and submitted your account is active, and you will receive an email within a few minutes welcoming you as a member. This will also contain information about how you can refer other potential advertisers to 2-Let, and how this is rewarded.

2 Let - Register to advertise your holiday accommodation - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address <http://www.2-let.co.uk/register.asp> Google Search

Please email any comments or suggestions to the usual email address.

**Property of the Month**

A beautiful 2 bedroom villa in Playa Blanca, Lanzarote.



WebSTAT Free Web Stats

None of the personal information supplied when registering will be visible on the website, and will only be used should we need to contact you in relation to your account. We never sell or otherwise supply any personal information to third parties.

When adding the properties you wish to advertise you will be asked to supply contact information to allow potential renters to contact you. These can differ from the details supplied when registering.

Required Username \*  ?

Required Password \*

First Name \*

Surname \*

Address 1 \*

Address 2

Town \*

Country \*

Postcode

Telephone

Mobile number

Email address \*

Advertiser status

Referrer ref.  ?

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For more information feel free to [Contact Us](#)

Done Internet

## How to advertise a Property

There are 3 stages to add a new Property to the 2-Let website – the final 2 (adding images and prices) are optional, but these will enhance your advert if completed.

### Add your Property details

Properties can be advertised on the website from the “Add Property” option under the “Advertise” menu option. This will then display a screen for you to enter the property details. Most of the fields are self-explanatory, and any which aren’t will have a ? icon after them, which if clicked will provide further help about what information is required.

If you do experience any problems please check the FAQ (Frequently Asked Questions) page on our website ([www.2-let.co.uk/faq-home.asp](http://www.2-let.co.uk/faq-home.asp)). If this doesn’t resolve your question or problem please contact us for further assistance and advice.

**Tip** – In order to make our website as secure as possible users are automatically logged out after a period of inactivity. We therefore suggest that you enter brief details when initially adding a new property, and then refining these using the “Amend property details” option (saving any changes at regular intervals).

**Tip** – By unselecting the “Advertise Now” checkbox you can work on your advert, without it appearing on the website. Once you are happy with all the details simply re-select the checkbox and your advert will appear. You do need to have activated your account, by paying any advertising fees, in order for your advert to appear.

**Tip** – If you own or manage more than one property all of your properties can be added to the same account, by simply repeating the above process for your other properties. We offer substantial discounts on advertisements of additional properties managed under one account.

**Tip** – If you want to show a location map of your property you will need the latitude and longitude of the property. Our website links ([www.2-let.co.uk/links.htm](http://www.2-let.co.uk/links.htm)) detail a few websites we have found which will provide this information free of charge from other information (such as a postcode, zip code or address). These may not cover all countries, but you may find others by searching the internet. If you find any other sites you can recommend please let us know.

## **Upload your Property images**

Images of your property can be added (or amended) from the “Amend Property details” option under the “Advertise” menu option on the 2-Let website – which will list all of the Properties you have added to your account. Select the “Add / Amend images” option for the property you wish to add or amend images to – this will display the screen shown below. To add or amend an image click the “Browse” button next to the image you wish to add or amend, and navigate to where the image is located on your PC. Descriptions for each image can be added or amended by simply entering the description under the relevant image. The “Display Image” box should be ticked to display the image, or removed (or a replacement image uploaded) if you no longer wish to display it on the website. Finally click the “Upload Images” button to send the images to the website – a progress bar will be displayed, until the upload has completed.

Large images take far longer to load and may deter some users from waiting –therefore any large images are automatically resized as part of the upload process. If you prefer to have more control over this process, or want to crop images etc. then you can resize your images prior to uploading them. Image 1 should be 160 x 120 pixels and all the others are 220 x 165 pixels. Images can be resized using software such as PaintShop Pro or Photoshop – often digital cameras are sold with suitable software.

If you need any help or advice with re-sizing images please contact us.

**Tip** – Images MUST be in a JPEG (.jpeg) format to be displayed on the website, and images in a “Landscape” format look best.



## Add your rental prices

Again this option is accessible using the “Amend Property details” option from the “Advertise” menu on the 2-Let website – which will list all of the Properties you have added to your account. Select the “Add / Amend prices” option against the property you wish to add or amend the rental prices of. This will display the screen shown below, which will contain any prices already specified. Up to 8 date ranges can be added, together with a price for each range of dates. The currency (Pounds, Euros or Dollars) must also be specified – this applies to all prices specified for that Property. Once you have added or amended the dates and prices simply click the “Update Prices” button to complete the update. The 2-Let website will automatically display an approximate price in the other currencies based on recent exchange rates.

**Tip** – By default your advert will state that the currency the prices are fixed in is the only currency you will accept in. If this is not the case please specify the currencies you are willing to accept in to the “Payment currencies” field in your property description.

Wednesday September 13, 2006

Home Property Advertise Resources Help & Support

Web Search

**Latest News:**  
Welcome to 2-Let - here is some of the latest news, and a few other items which may be of interest to you.

**Credit Cards:**  
We are pleased to announce that we can now accept payment by all major credit cards.

**Property of the Month**  
A luxury 2 bedroom apartment in Puerto Banus, Spain.

### Update Prices...

2 Let

Please add the rental price information, by date range for your property. You can specify a maximum of 8 separate date ranges, and it looks best on your advertisement if these are specified in date order.

Start date (dd/mm/yyyy)	End date (dd/mm/yyyy)	Price	Currency
08/01/2006	18/03/2006	240	Euros
19/03/2006	23/06/2006	380	
24/06/2006	23/09/2006	530	
24/09/2006	22/10/2006	380	
23/10/2006	16/12/2006	240	
17/12/2006	07/01/2007	380	
		0	
		0	

## **How to add a Special Offer**

### **Special Offers**

Our Special Offers page is a great means to get bookings for those last minute cancellations, or unfilled weeks. Our website statistics show that about 60% of all visitors to the website look at this page. We also have a mailing list of visitor's who have asked to be notified of new special offers – which we email when any new offers are added.

### **To add a Special Offer for your property**

This option is accessible using the “Amend Property details” option from the “Advertise” menu on the 2-Let website – which will list all of the Properties you have added to your account. Select the “Add / Amend Special Offers” option against the property you wish to add or amend the Special Offer. This will display the screen shown below, which will contain details of any existing offer. Simply enter the dates between which you would like the offer to appear on the 2-Let website, together with details of the offer, and click the “Update Offers” button.

**Tip** – The dates specified are the dates between which the offer will be displayed on the 2-Let website, and not the dates of bookings the offer applies to. If your offer only applies to bookings for certain weeks this information needs to be included in the offer description text.

Villas 2 Let - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Print W Help

Address http://www.2-let.co.uk/edit\_specials.asp?property=97 Google Search

Home Property Advertise Resources Help & Support

Web Search  Go!

**Latest News:**

Welcome to 2-Let - here is some of the latest news, and a few other items which may be of interest to you.

**New Website:**

We hope you all like the new look website, which we intend to add to over the coming months.

Any comments or suggestions you may have about what you would like

**Property of the Month**

A beautiful 2 bedroom villa in Playa Blanca, Lanzarote.



**Add / Amend Special Offers...**

2 Let

Please add the Special Offers details for your property, together with the dates between which you would like the offer to be displayed.

Start date (dd/mm/yyyy)	End date (dd/mm/yyyy)	Offer description
<input type="text"/>	<input type="text"/>	<input type="text"/>

Update Offers

Done Internet

## **Additional Options**

There is also an additional cost option available to advertiser's to make your property really stand out. The current cost of this option can be found on the 'Advertising Rates' page, on the 'Advertise' menu.

### **Property of the Month**

Each month we feature a 'Property of the Month', which appears in the left hand border of each page, including the Homepage, and has a direct link to your property.

Please contact us to check availability, and book this popular option.

## Refer a Friend scheme

As an existing advertiser you qualify for our 'Refer a Friend scheme', which allows you to earn an account credit of £20 for each new **paying** advertiser you refer to us.

The advertiser you refer either needs to register via the link ([www.2-let.co.uk/register.asp?referrer=R](http://www.2-let.co.uk/register.asp?referrer=R) followed by your referrer code) we sent you when you initially registered, or by entering R and your unique referrer code in the 'Referrer reference' when they first register. Your referrer code is also the same as your "Advertiser Reference" which can be found in the "Amend Advertiser details" screen on the website.

The account credit can be used as payment for any of the additional cost options, or towards the cost of any future year's subscription.

We also offer an Affiliate scheme, which is also available to both advertisers and non-advertisers – please refer to the website for full details.