

Branded Content (Standard)

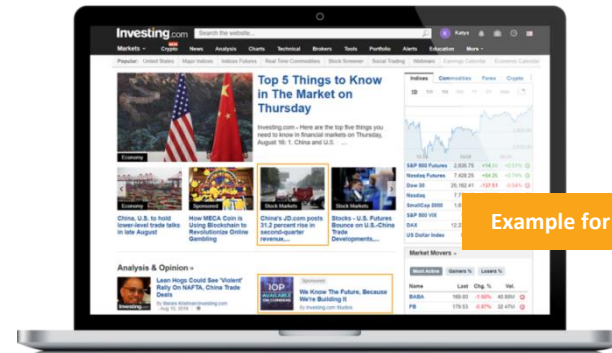
Mandatory Textual Elements

1. Title can be up to 53 characters
2. Subtitle - please include a subtitle approximately 2-3 sentences
3. Article should be 750 words approximately (max 1000 words)
4. Choose text for Call to Action buttons [max 56 characters]



Please Consider the Following Guidelines

1. Avoid using bullet points or numbered lists
2. Keep paragraphs relatively short
3. We can include YouTube videos - please send URL



For the Promotional Elements within investing.com pages, listed below are the required Information and Creatives:

1. Mandatory Information

- Brand Name - as it should be displayed on the website.
- Company Email Address [not Gmail, Yahoo, etc.]
- Company official site address (URL).
- Logo 100x33 [JPEG] + 252x160 Transparent Logo [PNG]

2. Traffic Driver Creatives (Mandatory)

77x77; 150x100; 300x200 Images - [max 50kb], JPG only

3. Accompanying Banners:

970x90; 970x250; 300x600 and 160x600 Image [60kb max.] + URL, or Creative Tag [Must include https]

4. In-Article Images:

970x647 Image - [50kb max], JPG only

Sponsored Content (Standard)

Marketing Material Guidelines:

- Investing.com reserves the right to reject email creatives that fail to meet the company's guidelines and ethics
- No promises for success (revenue, weight loss, matchmaking, etc.) should be included in the content. Soliciting is strictly prohibited
- The advertiser must obtain all relevant regulation to access the market for which they are targeting the products they offer (if applicable)
- Advertiser is not permitted to use Investing.com Logo/TM in the advertising material without Investing.com' written approval
- New advertisers may be requested to deliver a campaign brief upon I/O signature
- Investing.com will not promote any content that may affect, cause or lead to Stock/Market Manipulation
- Creatives should not include any of the following:
 - BR Site – creatives cannot contain the word Forex
 - Incorrect usage of words o Grammar mistakes
 - Incorrect verb tense or subject-verb agreement
 - Misspellings

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Investing.com will not publish any type of content which includes the following topics:

- Adult Material
- Alcoholic Beverages
- Astrology & Esoteric
- Cosmetic Procedures & Body Modification
- Dating • Drugs & Supplements
- Get Rich Fast / Make Money
- Gambling • PC Cleaner
- Political Content
- References to Sex & Sexuality
- Religion • Sexual & Reproductive Health
- Weapons
- Weight Loss / Diet
- Gaming

Example Articles can be seen in the below links:

1. <https://www.investing.com/studios/article-162>
2. <https://www.investing.com/studios/article-159>
3. <https://www.investing.com/studios/article-155>