

Sponsored Article

Mandatory Content requirements:

1. Title can be up to 53 characters
 2. Subtitle - please include a subtitle approximately 2-3 sentences
 3. Article should be 750-1000 words
 4. An article should have minimum 3 paragraphs with defined subtitle
 5. The article should be interesting and storytelling in style and not advertorial
 6. Choose text for Call to Action buttons [max 56 characters]
- * Content is subject to approval By Fusion Media Limited.

Technical specs

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, please view the required Information and Creatives:

1. Mandatory Information

- Brand Name as you'd like displayed on the site
- Company Email Address [not Gmail, Yahoo]
- Company Website Link

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

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's 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:
 - o BR Site – creatives cannot contain the word Forex
 - o Incorrect usage of words
 - o Grammar mistakes
 - o Incorrect verb tense or subject-verb agreement
 - o 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>

Example for Accompanying Banners:



Example for Traffic Driver images:

