

DIRECTORY SPECS  
— 2023 —  
Crypto Exchange



# Crypto Exchange Directory Profile Specs

## Specs for New Directory Profile

### 1. Fill out a form:

Filling out the [Review Questionnaire](#) – in English.

*Once the form is filled, it will be sent for a review and will be sent back to the client for approval.*

**Please send us a Proof of Regulation.  
This must be a link from the Regulator website.**

### 2. Creatives:

- Logo: 252x160 Transparent Logo [PNG]
- URL [https]

## Specs for Existing Directory Profile

1. Logo: 252x160 Transparent Logo [PNG]
2. URL [https]

Kindly note that any changes requested after the final approval will come at an additional fee.

# Investing.com Technical Requirements

## Accepted creative types in Investing.com System

- Image: A basic image creative. Requires a GIF, JPG, or PNG file + a landing page URL. The file should **not exceed 60kb**.
- DoubleClick tag: A creative hosted by DoubleClick. Provide a URL rather than a snippet for the creative.
- Third Party Tag: A highly customizable, interactive creative. You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for Advertisers.
  - **Must be https** – http-embedded tags cannot be viewed on any Investing.com domain.
  - For this option, make sure the code include **Click Macros**
  - The tags should also contain backup static images in the creative pool.

## clickTAG implementation

- Insert the clickTAG in the .fla file before converting it to the .swf file that is uploaded in DFP.
- The clickTAG variable is properly implemented in the action of the button. In the getURL()function of the action, make sure to specify the clickthrough URL as clickTAG and the target window as "\_blank".
- Example 1 : getURL(clickTAG,"\_blank");.

A more detailed documentation for clickTAG implementations can be reviewed in the below link:

[www.adobe.com/resources/richmedia/tracking/designers\\_guide](http://www.adobe.com/resources/richmedia/tracking/designers_guide).

## Content (Creatives) Requirements and Guidelines:

Please make sure that the creatives used do not have:

- BR Site – creatives cannot contain the word Forex
- Incorrect usage of words, grammar mistakes
- Incorrect verb tense or subject-verb agreement
- Misspellings

## Sensitive categories not permitted on the site

- Black Magic, Astrology & Esoteric
- Cosmetic Procedures & Body Modification
- Dating
- Drugs & Supplements
- Get Rich Quick
- References to Sex & Sexuality
- Religion
- Sexual & Reproductive Health
- Weight Loss
- PC Cleaner
- Adult
- Alcoholic Beverages
- Weapons