

# BRANDED CONTENT SPECS

# Branded Content

## Mandatory Textual Elements

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

## Please Consider the Following Guidelines

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

## Mandatory Information

- Brand Name - as it should be displayed on the website.
- Company Email Address [not Gmail, Yahoo, etc.]
- Company official site address (URL).

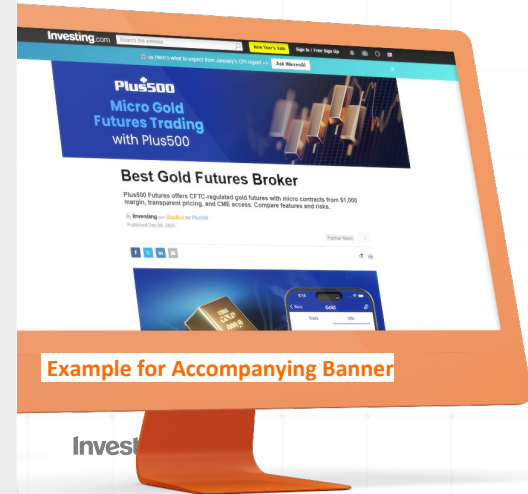
## Accompanying Banners:

728×90 and 970×250 Image [140kb max.] + URL, or Creative Tag [Must include https]

\*HTML5 creatives not accepted

## In-Article Images:

672×450 Image - [140kb max], JPG only



# Investing.com **Technical** Requirements

## **Content (Creatives) Requirements and Guidelines:**

Please make sure that the creatives used do not have:

- BR, VN 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
- Prizes/ Raffles