DESKTOP PLATFORM
# Desktop Platform

<table>
<thead>
<tr>
<th>Product</th>
<th>Position</th>
<th>Size</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Main</td>
<td>970x250</td>
<td>Image [60kb] + URL Tag [must include https]</td>
</tr>
<tr>
<td></td>
<td>Fallback</td>
<td>970x90</td>
<td>728x90</td>
</tr>
<tr>
<td>Banners Desktop</td>
<td>Sideblock</td>
<td>300x250</td>
<td>300x600</td>
</tr>
<tr>
<td>Buttons (Brokers)</td>
<td>Broker Button</td>
<td>120x60</td>
<td>Static Logo Image + URL</td>
</tr>
<tr>
<td>Top Broker Widget</td>
<td>Top Broker Widget</td>
<td>100x33</td>
<td>Static Logo Image + URL</td>
</tr>
</tbody>
</table>

- All creatives subject to Investing.com approval
- Third party Tags must run with Safe frame
- All positions size are mandatory
- All tags must include click macros

<table>
<thead>
<tr>
<th>Product</th>
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<th>Size</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Ads</td>
<td>News and Analysis Tabs</td>
<td>108x77</td>
<td>77x77</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Both Images are mandatory + URL + Headline and Body Text</td>
</tr>
</tbody>
</table>
## Trade Now Button Positions

<table>
<thead>
<tr>
<th>Environment</th>
<th>Section</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>Instruments Pages</td>
<td>Inside all Instrument Pages</td>
</tr>
<tr>
<td></td>
<td>Right Rail 1</td>
<td>Homepage (on the right side), below the Chart – ATF</td>
</tr>
</tbody>
</table>

**URL Only**
Video

<table>
<thead>
<tr>
<th>Product</th>
<th>Platform</th>
<th>Size</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-roll Video</td>
<td>Desktop, Mobile</td>
<td>15 or 30 seconds</td>
<td>Vast Tag (Highly recommended) or MP4 + URL (must include https)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less than 1.5 GB</td>
<td></td>
</tr>
<tr>
<td>Content Video Campaign</td>
<td>Desktop</td>
<td>More than 30 seconds</td>
<td>High Quality</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less than 1.5 GB</td>
<td>Non promotional</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MP4 only</td>
</tr>
</tbody>
</table>

* Content Video - recommended to be 1-3 minutes and cannot be more than 20 minutes

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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

Example for Accompanying Banners

Example for Traffic Driver images

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
General Webinar Specs

**General Requirements for Setting Up New Client:**
1. **Brand Name** - as it should be displayed on the website
2. **Brand Logo**: 150x150, 310x69, 100x33, 100x50 [JPEG]
3. **Company official site address** (URL)
4. **Company Email Address** [not Gmail, Yahoo, etc.]
5. Client must have their own Expert and webinar content
6. Expert photo in size 150x150 [JPEG]
7. Client must have his own Webinar Platform account (Such as Go-To-Webinar etc.)

**Webinar Details Requirements**
1. Date & Time (set to GMT+00)
2. Webinar Title
3. Webinar Description* (3-20 rows)
4. Expert Full Name
5. Expert Short Biography (3-10 rows)
6. Registration link (direct link) to the webinar/class

*Kindly note that the description may be revised by Investing.com consideration

**API Integration Details (for leads transfer):**
1. Name of the **CRM System in use**
2. **Technical Contact person**
3. **API documentation** - The document should contain:
   - The “Request URL”
   - The “Request string/log example”
   - The “Submit method” to be used – POST or GET?
   - Optional – CRM Demo account for tests (please provide username and password)

   **Parameters:**
   A. Mandatory Fields [First Name, Last Name, Phone, Email, Country]
   B. Optional – Custom Field parameters to be added (Highly recommended). Examples: campaign ID, code, webinar title, affiliate ID, webinar ID, etc.

   **Note:** This enables you to recognize Investing.com leads, per product, more efficiently, in your CRM.

4. **Additional Information:**
   - We use PHP coding.
   - White list our server:
     A. The IP: 80.252.87.107
     B. The server: [http://app2.forexpros.com](http://app2.forexpros.com)
Directory Profile Specs

Specs for New Directory Profile

1. Mandatory Info:
   • Brand Name as you’d like it displayed on the site
   • Company Email address [not Gmail, Yahoo] which will serve as your login username
   • Company URL/Website Link - that will be displayed on the Profile page

2. Filling out the New Broker Form and the Review Questionnaire.

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

3. Creatives:
   • Logo: 100x33 Logo [JPEG] + URL
   • Logo: 252x160 Transparent Logo [PNG]
   • Logo: Transparent Logo [AI/Psd]"

   • Desktop Banners:
     970x90 or 728x90; 300x600; 300x250 Banners – Image [max. 60 kb] + URL or Creative Tag [tags must include https]

   • CTA Button on Desktop:
     URL for “Apply Now” and “Start Trading” Buttons

   • Mobile Banner:
     300x250 Banner
     Image [max. 60 kb] + URL suitable for Mobile Devices

   • CTA Button on Mobile:
     URL for “Apply Now” and “Start Trading” [suitable for Mobile devices]

Specs for Existing Directory Profile

1. Logo: 100x33 Logo [JPEG] + URL
   Logo: 252x160 Transparent Logo [PNG]

2. Desktop Banners:
   970x90 or 728x90; 300x600; 300x250 Banners – Image [max. 60 kb] + URL or Creative Tag [tags must include https]

3. CTA Button on Desktop:
   URL for “Apply Now” and “Start Trading” Buttons

4. Mobile Banner:
   300x250 Banner
   Image [max. 60 kb] + URL suitable for Mobile Devices

5. CTA Button on Mobile:
   URL for ”Apply Now” and ”Start Trading” [suitable for Mobile devices]

If there are any needed changes on the information displaying at your profile page, please fill out the Existing Broker Form

Optional - Registration Form iFrame - https URL for an iFrame, using these specifications:

- **Width:** Up to 448px and **Height:** Up to 700px
- **The URL MUST be https**

Once the review is approved, any request for changes will come with a cost
MOBILE PLATFORM
## Mobile Platform

<table>
<thead>
<tr>
<th>Product</th>
<th>Position</th>
<th>Size</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>MobBan</td>
<td>Mobile Banners</td>
<td>300x250</td>
<td>Image [60kb] + URL or tag [must include https]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>320x100</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>320x50</td>
<td></td>
</tr>
<tr>
<td>MobInt</td>
<td>Mobile Interstitial</td>
<td>300x250</td>
<td>Image [60kb] + URL or tag [must include https]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>336x280</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>320x480</td>
<td></td>
</tr>
<tr>
<td>Footer</td>
<td>Mobile Banners</td>
<td>320x50</td>
<td>URL ONLY</td>
</tr>
<tr>
<td>Mobile</td>
<td>Instruments Pages</td>
<td>320x50</td>
<td>URL ONLY</td>
</tr>
<tr>
<td>Trade</td>
<td>Portfolio Page</td>
<td>-</td>
<td>URL ONLY</td>
</tr>
<tr>
<td>Now</td>
<td>Technical Instrument</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Button</td>
<td>Crypto Inner Page</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

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- All tags must include click macros
## APP PLATFORM

![Investing.com App](https://via.placeholder.com/150)

<table>
<thead>
<tr>
<th>Indices</th>
<th>Indices Futures</th>
<th>Stocks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dow 30</td>
<td>20:06:52</td>
<td>NYSE</td>
</tr>
<tr>
<td>S&amp;P 500</td>
<td>20:06:06</td>
<td>NYSE</td>
</tr>
<tr>
<td>Nasdaq</td>
<td>20:06:00</td>
<td>NASDAQ</td>
</tr>
<tr>
<td>SmallCap 2000</td>
<td>20:06:04</td>
<td>NYSE</td>
</tr>
<tr>
<td>S&amp;P 500 VIX</td>
<td>19:53:00</td>
<td>CBOE</td>
</tr>
<tr>
<td>S&amp;P/TSX</td>
<td>20:06:17</td>
<td>Toronto</td>
</tr>
<tr>
<td>Bovespa</td>
<td>19:54:00</td>
<td>BM&amp;FBovespa</td>
</tr>
<tr>
<td>DAX</td>
<td>18:34:58</td>
<td>Xetra</td>
</tr>
<tr>
<td>CAC 40</td>
<td>19:05:03</td>
<td>Paris</td>
</tr>
</tbody>
</table>
Apps Platform

<table>
<thead>
<tr>
<th>Product</th>
<th>Position</th>
<th>Size</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>AppBan Android/iOS</td>
<td>Application Banners</td>
<td>300x250</td>
<td>320x100 728x90</td>
</tr>
<tr>
<td>ApInt Android/iOS</td>
<td>Application Interstitial</td>
<td>320x480</td>
<td>1024x768</td>
</tr>
<tr>
<td>Footer App</td>
<td>Application Tablet</td>
<td>320x50</td>
<td>URL ONLY</td>
</tr>
<tr>
<td>Trade now button</td>
<td>Across sections</td>
<td>-</td>
<td>URL ONLY</td>
</tr>
</tbody>
</table>

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- Third party Tags must run with Safe frame
- All positions size are mandatory
- All tags must include click macros
- ApInt – No HTML5
CRYPTO APP PLATFORM
Crypto App Platform

### Trade Now Positions

<table>
<thead>
<tr>
<th>Product</th>
<th>Section</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Crypto</td>
<td>Portfolio</td>
<td>Within Portfolio</td>
</tr>
<tr>
<td></td>
<td>Crypto Converter</td>
<td>Currency Converter</td>
</tr>
<tr>
<td></td>
<td>Crypto Technical Summary</td>
<td>Technical Tab - within each Instrument</td>
</tr>
<tr>
<td></td>
<td>Crypto Inner Page</td>
<td>Markets - within each specific Instrument</td>
</tr>
</tbody>
</table>

URL Only

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- Third party Tags must run with Safe frame
- All positions size are mandatory
- All tags must include click macros

### Product Position

<table>
<thead>
<tr>
<th>Product</th>
<th>Position</th>
<th>Size</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>AppBan</td>
<td>Application Banners</td>
<td>300x250 I 320x100</td>
<td>728X90 Image [Up to 60kb] + URL Tag [must include https]</td>
</tr>
<tr>
<td>ApInt</td>
<td>ApplicationInterstitial</td>
<td>320x480 I 1024X768</td>
<td>728X90 Tablet Only</td>
</tr>
<tr>
<td>Footer App</td>
<td>Application Tablet</td>
<td>320x50</td>
<td>URL ONLY</td>
</tr>
</tbody>
</table>

- AppBan Android/iOS
- ApInt Android/iOS
- Footer App
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.

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

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: