

# TECHNICAL SPECS

## — 2021 —



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## Investing.com Technical Requirements

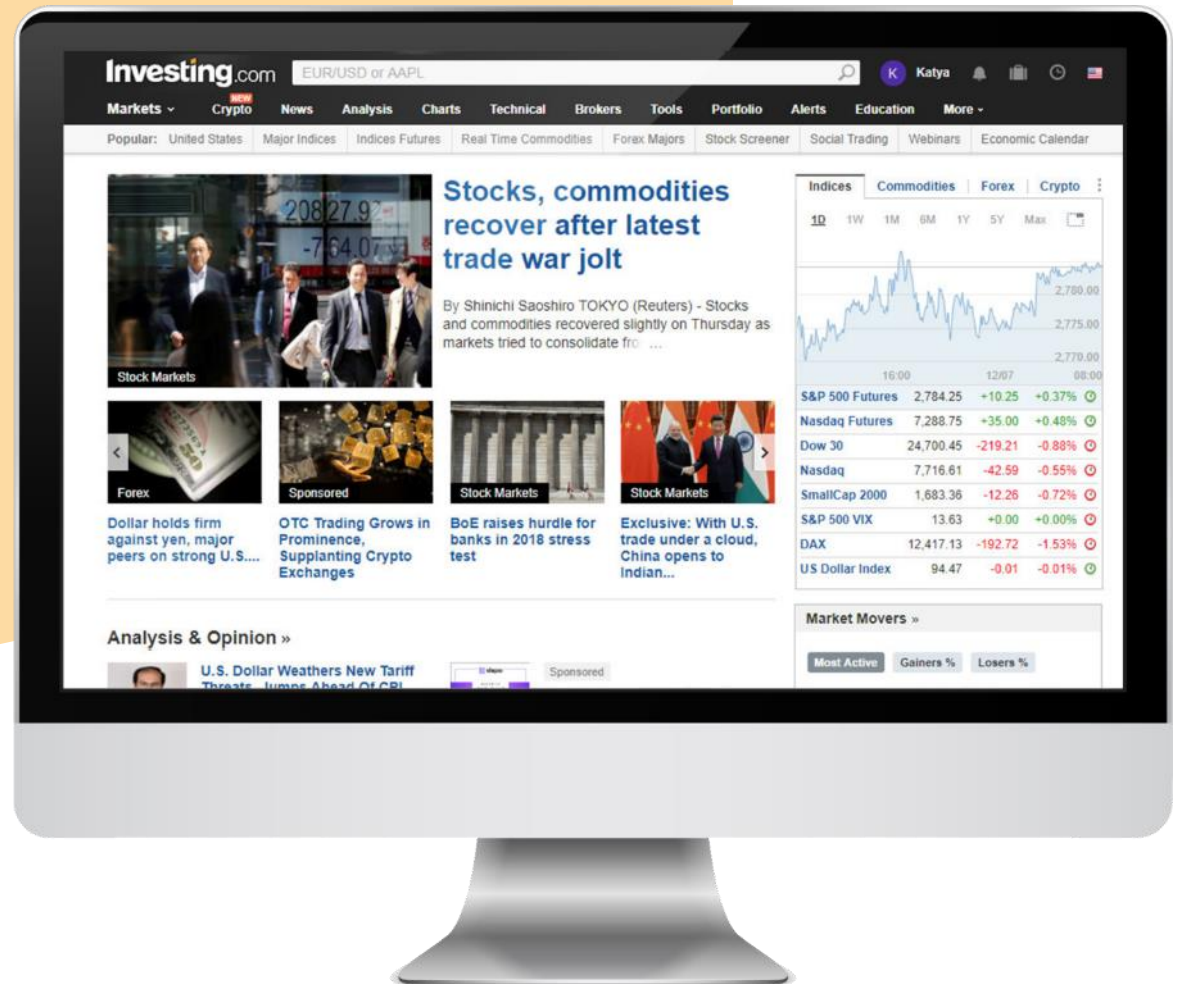
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# DESKTOP PLATFORM



# Desktop Platform

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

- 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

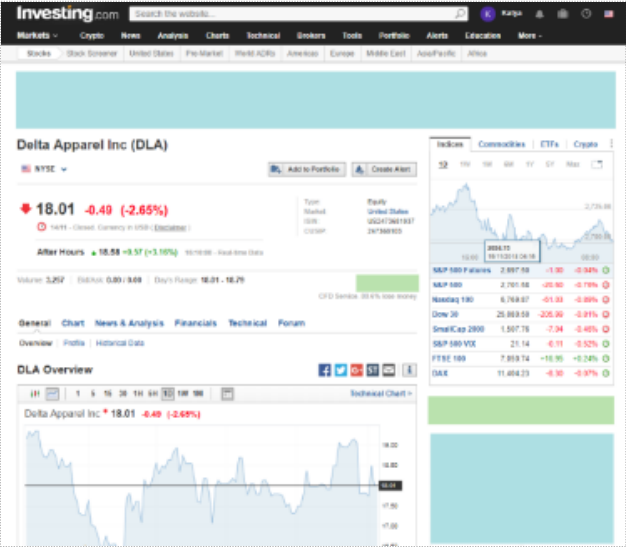
Product	Position	Size	Technical
Native Ads	News and Analysis Tabs	108x77   77x77	Both Images are mandatory + URL + Headline and Body Text



# Trade Now Button Positions

Environment	Section	Location
Desktop	Instruments Pages	Inside all Instrument Pages
	Right Rail 1	Homepage (on the right side), below the Chart – ATF

URL Only



# Video

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

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

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**Cryptocurrency**

Number of Cryptocurrencies: 10,716  
Total Cryptocurrency Market Cap: \$140.88B  
Vol (24h): \$31.08B

**Where is Diem Creator David...**

David Marcus, co-founder of the Diem project (formerly Libra), originally launched from Massachusetts, United States. Marcus, co-founder of the Diem project (formerly Libra), originally launched from Massachusetts, United States. Marcus, co-founder of the Diem project (formerly Libra), originally launched from Massachusetts, United States.

**Top Cryptocurrencies**

Rank	Symbol	Price (USD)	Market Cap	Vol (24h)	Total Vol	Chg (24h)	Chg (7d)
1	Bitcoin	\$38,803.5	\$732.58B	\$23.58B	79.92%	+1.17%	-11.47%
2	Ethereum	\$2,705.02	\$323.73B	\$13.79B	44.34%	+2.26%	-11.99%
3	Tether	\$1.0009	\$79.47B	\$50.95B	179.93%	+0.01%	+0.01%
4	BNB	\$377.60	\$62.30B	\$1.72B	5.54%	+2.39%	-11.59%
5	USD Coin	\$0.9994	\$52.82B	\$3.94B	12.67%	-0.01%	+0.00%
6	XRP	\$0.72511	\$34.84B	\$2.79B	8.90%	+1.93%	-11.11%
7	Cardano	\$0.9253	\$21.04B	\$1.67B	0.36%	+0.12%	-11.09%
8	Solana	\$90.193	\$28.85B	\$2.01B	6.48%	+3.53%	-9.28%



# INVESTING STUDIOS



# Branded Content (Standard)

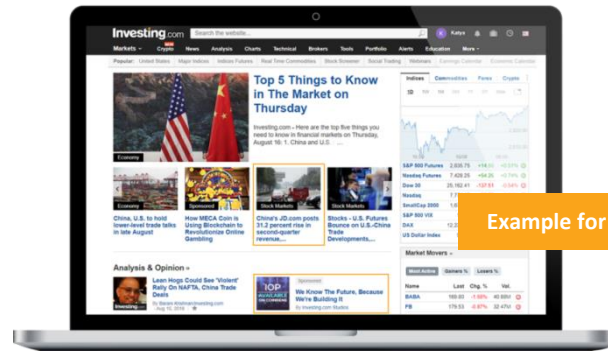
## Mandatory Textual Elements

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



# 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>

# 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]

Once the review is approved, any request for changes will come with a cost

## 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]

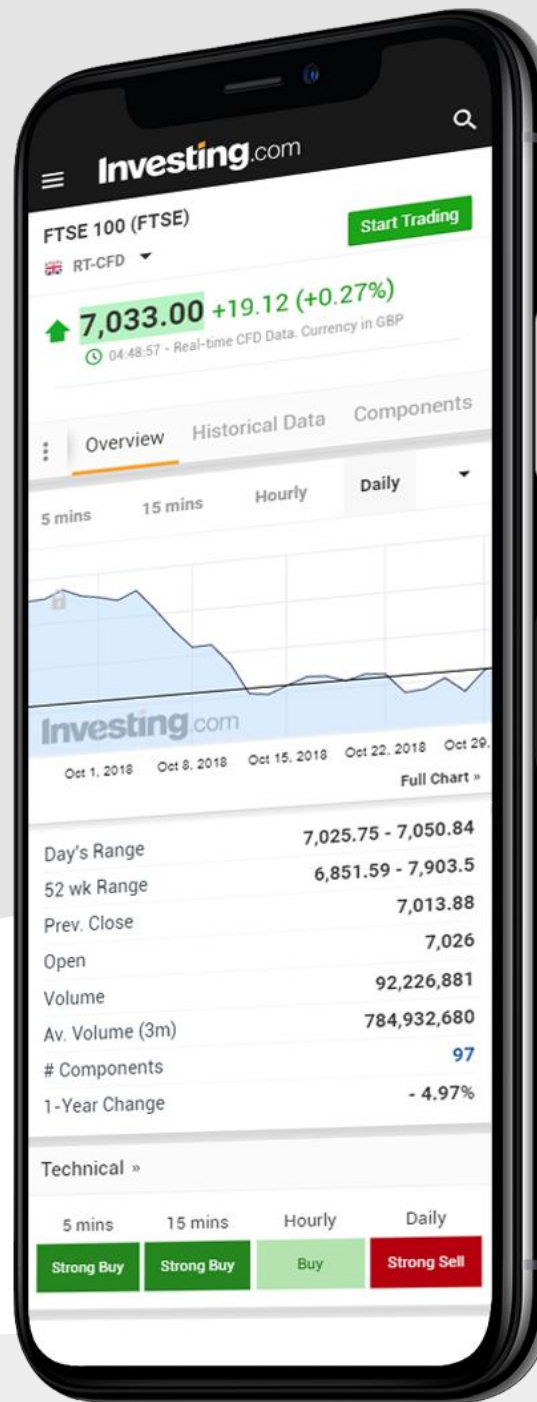
If there are any needed changes on the information displaying at your profile page, please fill out the [Existing Broker Form](#)

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**

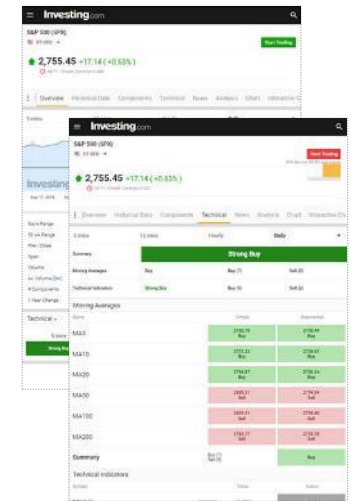
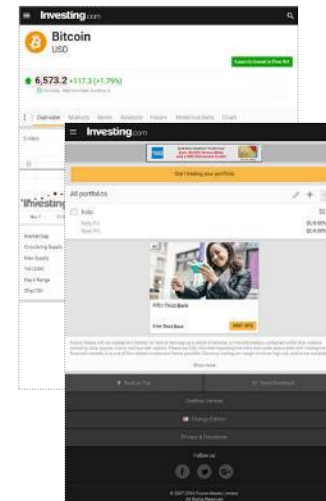
# MOBILE PLATFORM



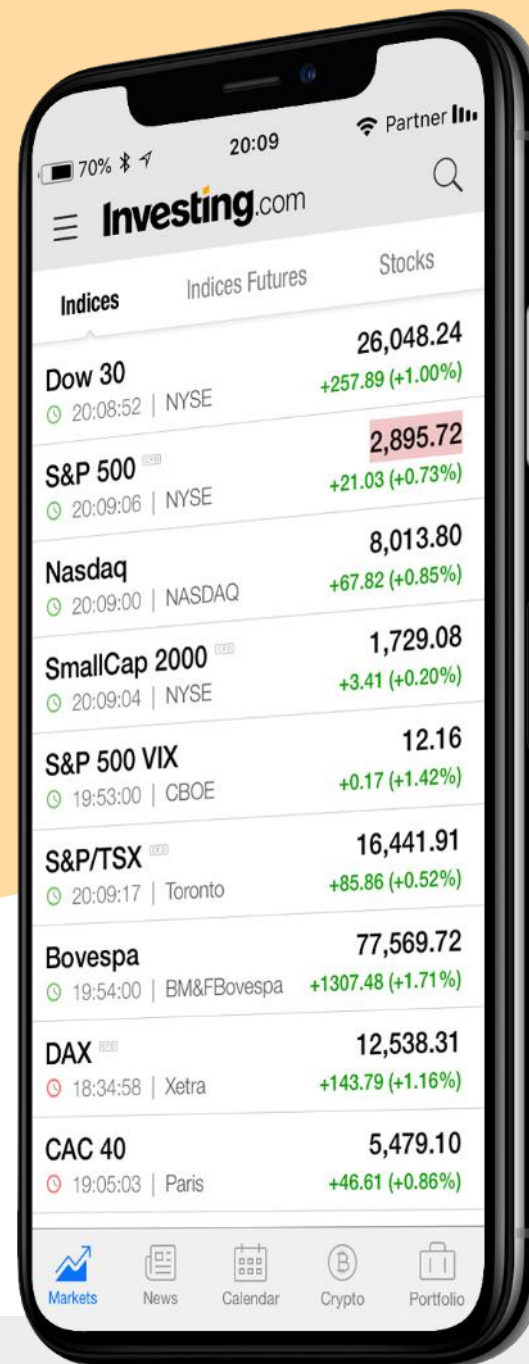
# Mobile Platform

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

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- All tags must include click macros

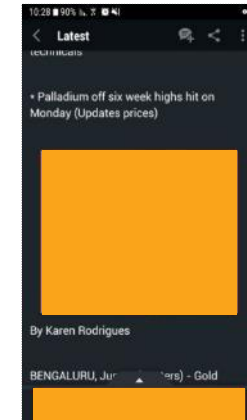


# APP PLATFORM



# Apps Platform

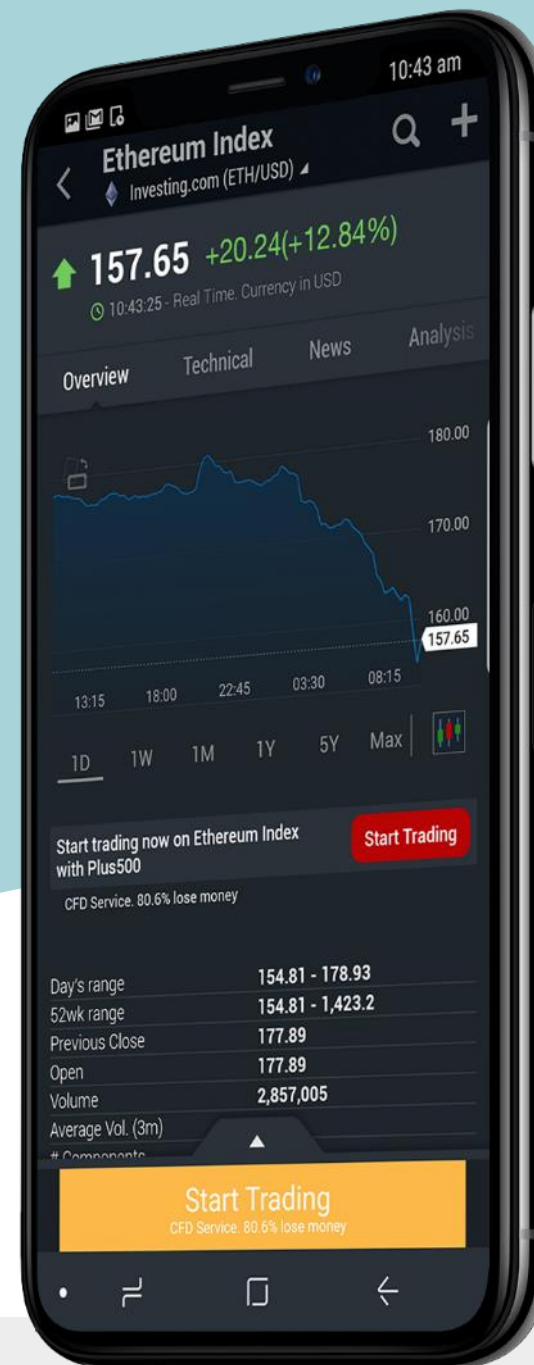
Product	Position	Size	Technical
AppBan Android/iOS	Application Banners	300x250   320x100 728X90	Image [Up to 60kb] + URL Tag [must include <b>https</b> ]
Applnt Android/iOS	Application Interstitial	320x480   1024X768	! 728X90 Tablet Only
Footer App	Application Tablet	320x50	URL ONLY
Trade now button	Across sections	-	URL ONLY



- 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
- Applnt – No HTML5



# CRYPTO APP PLATFORM

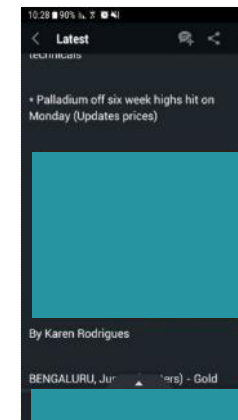
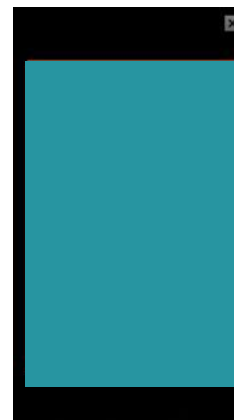




# Crypto App Platform

Product	Position	Size	Technical
AppBan Android/iOS	Application Banners	300x250   320x100 728X90	Image [Up to 60kb] + URL Tag [must include <b>https</b> ]
AppInt Android/iOS	Application Interstitial	320x480   1024X768	! 728X90 Tablet Only
Footer App	Application Tablet	320x50	URL ONLY

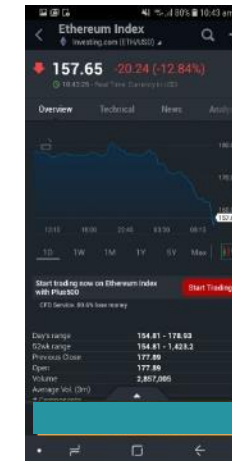
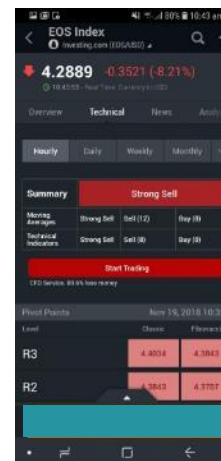
- All creatives subject to Investing.com approval
- Third party Tags must run with Safe frame
- All positions size are mandatory
- All tags must include click macros



## Trade Now Positions

Product	Section	Location
App Crypto	Portfolio	Within Portfolio
	Crypto Converter	Currency Converter
	Crypto Technical Summary	Technical Tab - within each Instrument
	Crypto Inner Page	Markets - within each specific Instrument

URL Only



# 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