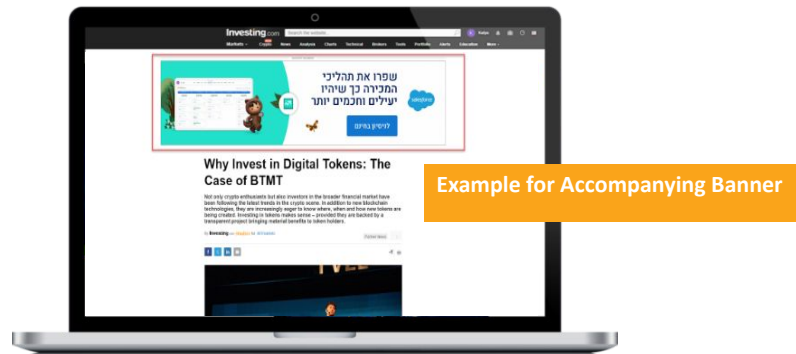# BRANDED CONTENT SPECS

# 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 a text for Call-to-Action buttons [max 56 characters]

Example for Accompanying Banner

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 Traffic Driver images
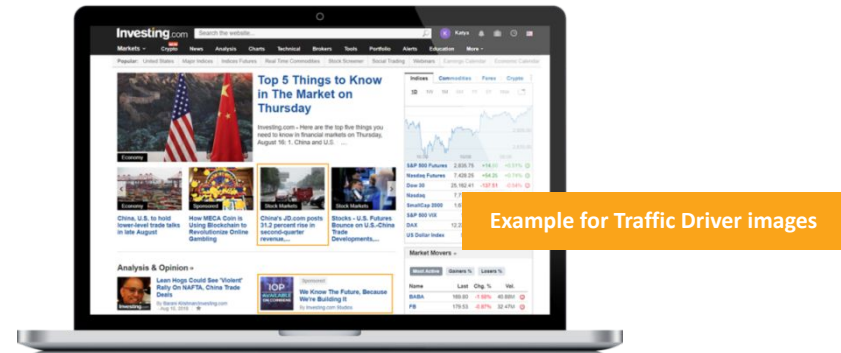
For the Promotional Elements within investing.com pages, listed below are the required Information and Creatives:

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).

2. Traffic Driver Creatives (Mandatory)

77x77; 150x100; 300x200 Images - [max 50kb], JPG only

3. Accompanying Banners:

728x90 and 970x250 Image [140kb max.] + URL,
or Creative Tag [Must include https]
HTML5 creatives not accepted

4. In-Article Images:

672x450 Image - [140kb max], JPG only

Investing.com

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 140kb**.

- 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.

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

- The content should not include any promises for success (revenue, weight loss, matchmaking, etc.)

- No content that promotes raffles, luck- or chance-based activities.

- Branded content campaign should have a clear value proposition for customers.

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

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