

Investing.com

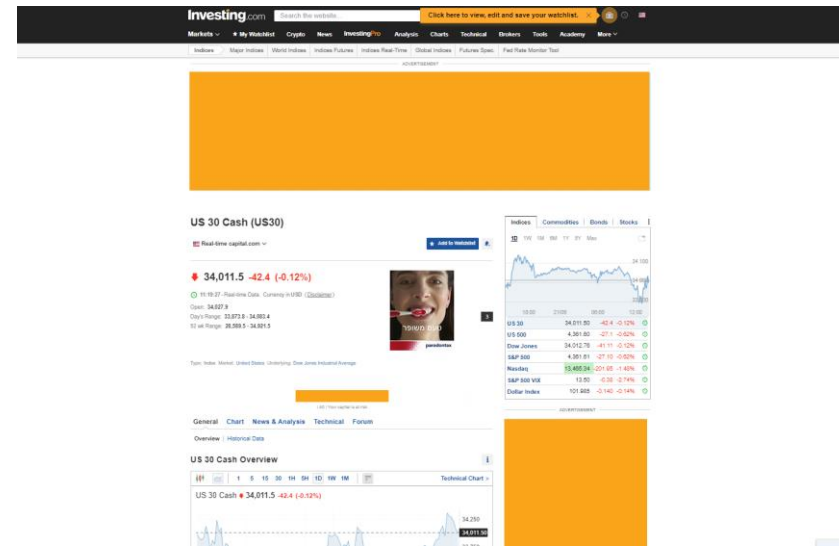
TECHNICAL SPECS
— 2024 —
Full Site Sponsorship



Desktop Platform

Product	Position	Size	Technical
Billboard	Main	970x250	Image [up to 140KB] + URL Tag [must include https]
	Fallback	970x90 728x90	
Site Scroller	Main	160x600	
	Highly Recommended	120x600 300x250 300x600	
Banners Desktop	Sideblock	300x250 300x600	
Trade now Button	Instruments Pages	Native	URL Only [must include https]

- 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
- HTML5 creatives are not accepted



Wallpaper – Optional for desktop only

Big Wallpaper

Wallpaper	Top	970x250	Mandatory
	Left	400x940	
	Right	400x940	
	Left (small res.)	160x780	Highly recommended
	Right (small res.)	160x780	Highly recommended
After close (X)	Leaderboard	970x90	Mandatory

Small Wallpaper

Wallpaper	Top	970x90	Mandatory
	Left	400x780	
	Right	400x780	
	Left (small res.)	160x780	Highly recommended
	Right (small res.)	160x780	Highly recommended
After close (X)	Leaderboard	970x90	Mandatory

Please Note!

- All creatives subject to Investing.com approval
- No aggressive designs
- Creative format must be images (up to 140KB) + URL (https)
- The bottom of the Wallpaper template incorporates a faded effect. Please take this into account in your design. We recommend not to place any important text or CTA at the bottom of the side banners.

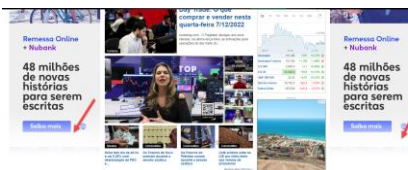
Examples



Non mandatory banners for smaller screen size (highly recommended)

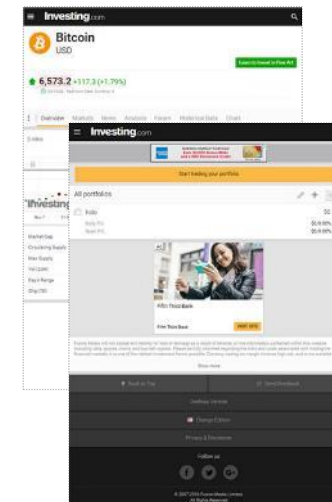
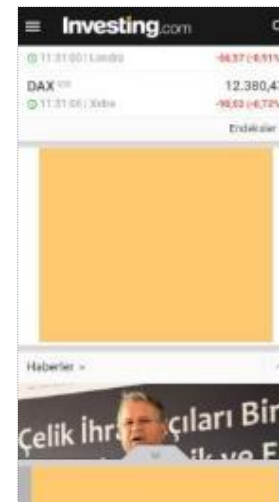


Final Creatives - once the user clicks on the 'X' and closes the wallpaper



Mobile Platform

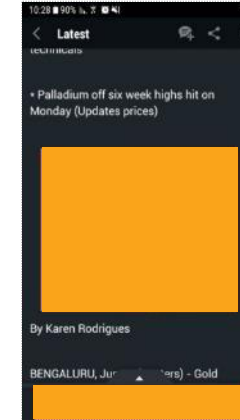
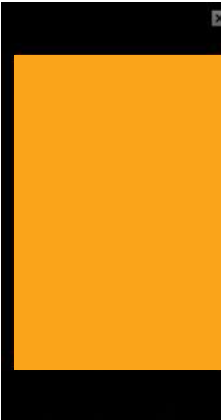
Product	Position	Size	Technical
MobBan	Mobile Banners	300x250 320x100 320x50	Image [up to 140KB] + URL or tag [must include https]
MobInt	Mobile Interstitial	300x250 320x480 336x280	Image [up to 140KB] + URL or tag [must include https]
Footer Mobile	Across Sections	320x50	For CTA creative: URL Only [must include https] For creative banner: Image [up to 140KB] + URL Tag [must include https]
Trade Now Button	Across Sections	Native	URL Only [must include https]



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Apps Platform

Product	Position	Size	Technical
AppBan Android/iOS	Application Banners	300x250 320x100	Image [up to 140KB] + URL Tag [must include https]
AppInt Android/iOS	Application Interstitial	320x480 1024X768	
Footer App	Across Sections	320x50	For CTA creative: URL Only [must include https] For creative banner: Image [up to 140KB] + URL Tag [must include https]
Trade Now button	Across Sections	Native	URL Only [must include https]



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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

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