

Investing.com

Newsletter

2024



# Newsletter - Guidelines

## Requirements

- **Logo:** 360x60 Image [up to 35KB] - PNG only
- **Title:** Max 35 Characters
- **Body Text** (description): 200 – 300 Characters
- **CTA Link:** URL
- **Image** (optional): 512x215 [up to 35KB] - PNG/JPG

## Materials Dependent on Campaign Period

Depending on the campaign length, please provide different titles, descriptions and images according to the below breakdown:

- 5 day campaign: Minimum 2, maximum 3.
- 7 day campaign: Minimum 2, maximum 4.
- 10 day campaign: Minimum 3, maximum 5.

**\*It is recommended to provide the maximum number of materials in accordance with your campaign length**

**\*Newsletter campaigns are running from Monday to Friday only (excluding Saturdays and Sundays).**

## Operational Guidelines

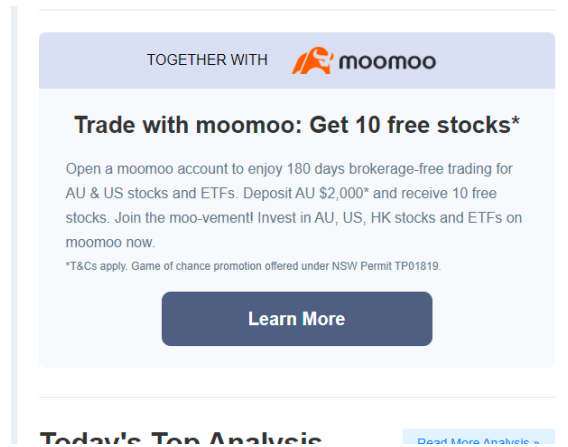
- Creatives should be received **72 hours** prior to the scheduled delivery date.
- Previews for the all campaign will be sent to the client for approval before the campaign launch date.
- New advertisers may be requested to deliver a campaign brief upon signing the contract.

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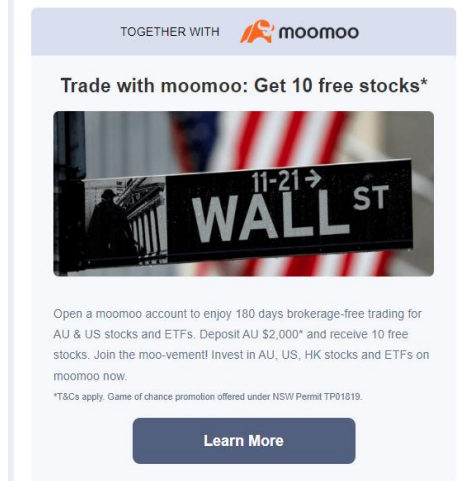
Advertiser logo on the email header



Highlighted mid-email banner (no image)



Highlighted mid-email banner (with image)



- Email campaigns should have a **clear value proposition** for customers.
- Company logo **must be included** at the top of the email and the company name must appear within the creative text.
- Do not use **Investing.com logo/trademarks unless** written approval is given from the Investing.com team.
- **Avoid grammar mistakes**, misspellings, and incorrect verb tense.

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Investing.com will **not publish** Editorial Emails Sponsorship Campaigns in the following categories:

- Adult materials
  - Alcoholic Beverages
  - Astrology & Esoteric
  - Cosmetic Procedures & Body Modification
  - Dating
  - Drugs & Supplements
  - Get Rich Fast / Make Money
  - Gambling
  - PC Cleaner
  - Political Content
  - References to Sex & Sexuality
  - Religion
  - Sexual & Reproductive Health
  - Weapons
  - Weight Loss / Diet
  - Content that may affect Stock/Market Manipulation
  - Soliciting is strictly prohibited.
  - Creative which promotes a single low-priced stock
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- No promises for success (revenue, weight loss, matchmaking, etc.) should be made in the content.
  - No creatives that promotes raffles, luck- or chance-based activities.
  - The advertiser must have the **relevant regulation** to the market they target for the products they offer (if applicable).

**Investing.com reserves the right to reject campaigns that don't meet guidelines and ethics.**