

Investing.com

Newsletter



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

* Please note that the Newsletter campaign are running from Monday to Friday only (excluding Saturdays and Sundays).

Operational Guidelines

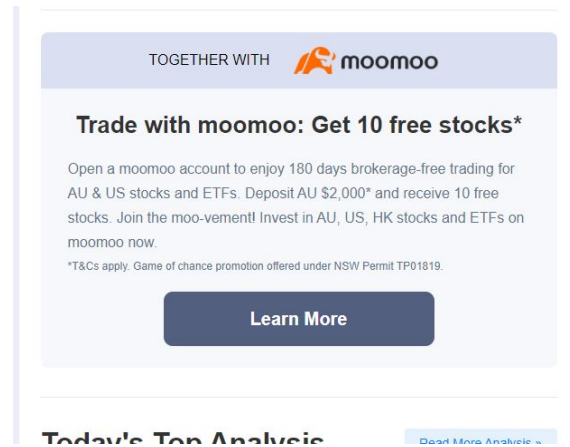
- Creatives should be received **72 hours** prior to the scheduled delivery date.
- Previews for the all campaign will be sent to the client for approval before the campaign launch date.
- New advertisers may be requested to deliver a campaign brief upon signing the contract.

Newsletter - Guidelines

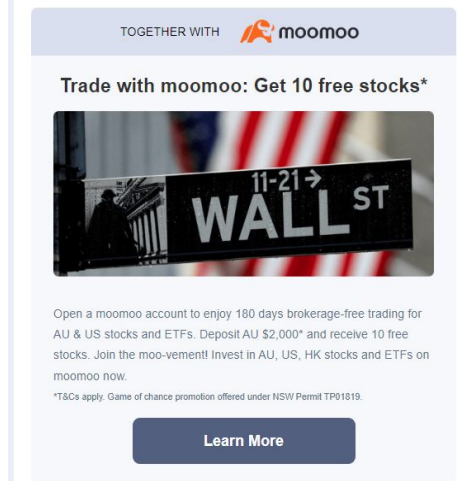
Advertiser logo on the email header



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.

Newsletter - Guidelines

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
-
- 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.