



Aneri Guidelines

**Bridging Brands with
India's Smartest Investors.**

About Us

Established in 2010, Aneri Guidelines has evolved into a trusted source for stock market analysis, IPO news, and financial insights. We cut through the noise to deliver actionable data to serious investors.

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Our Mission

To empower Indian retail investors with accurate, SEBI-compliant financial guidance.

Key Performance Metrics

- 18,000+ Active Monthly Investors
- 16,000+ Monthly Page Views
- 40% Returning Visitor Rate (High Loyalty)
- Top Cities: Mumbai, Delhi NCR, Ahmedabad, Bangalore, Pune, Surat

AUDIENCE PROFILE

- Who are they? Retail Investors, Traders, Financial Advisors, and High-Net-Worth Individuals (HNIs).
- Interests: Equities, IPOs, Fintech Apps, Banking Products, Premium Lifestyle.
- Age: 25 – 45 (Prime Earning Years).

Advertising Rates & Options

Standard Display Ads

Zone-1: Header Leaderboard (Top)

- Placement: Top of every page.
- Size: 728x90px
- Rate: ₹10,000/month

Zone-2: Sub-Menu Banner

- Placement: Directly below the Menu Tab.
- Size: 728 x90px
- Rate: ₹7,000/month

Zone-3: In Article Banner (High CTR)

- Placement: Embedded inside news articles & reports. (After 2nd Paragraph)
- Size: 728x90px
- Rate: ₹7,000/month

Zone-4: News Feed Banner

- Placement: Below 'Main News' section.
- Size: 728x90px
- Rate: ₹6,500/month

Zone-5: Sidebar Rectangle

- Placement: Right sidebar (Sticky).
- Size: 300 x 250px
- Rate: ₹6,500/month

Zone-6: Footer Banner

- Placement: Dedicated slot at the bottom of every page.
- Size: 728x90px
- Rate: ₹4,000/month

★ Premium & High Impact Ads ★

Zone-7: Welcome Interstitial (Pop-Up)

- Placement: Full-screen overlay when website opens.
- Size: 400x800px
- Rate: ₹15,000/month

Zone-8: Homepage Half-Page (Cover)

- Placement: Large vertical banner on Homepage.
- Size: 300x600px
- Rate: ₹8,000/month

Sponsored Content & Editorial

Sponsored Review / Article

- Details: Client-provided content (1200 words).
- Includes: Do-Follow Backlink + Social Share.
- Rate: ₹8,000/post

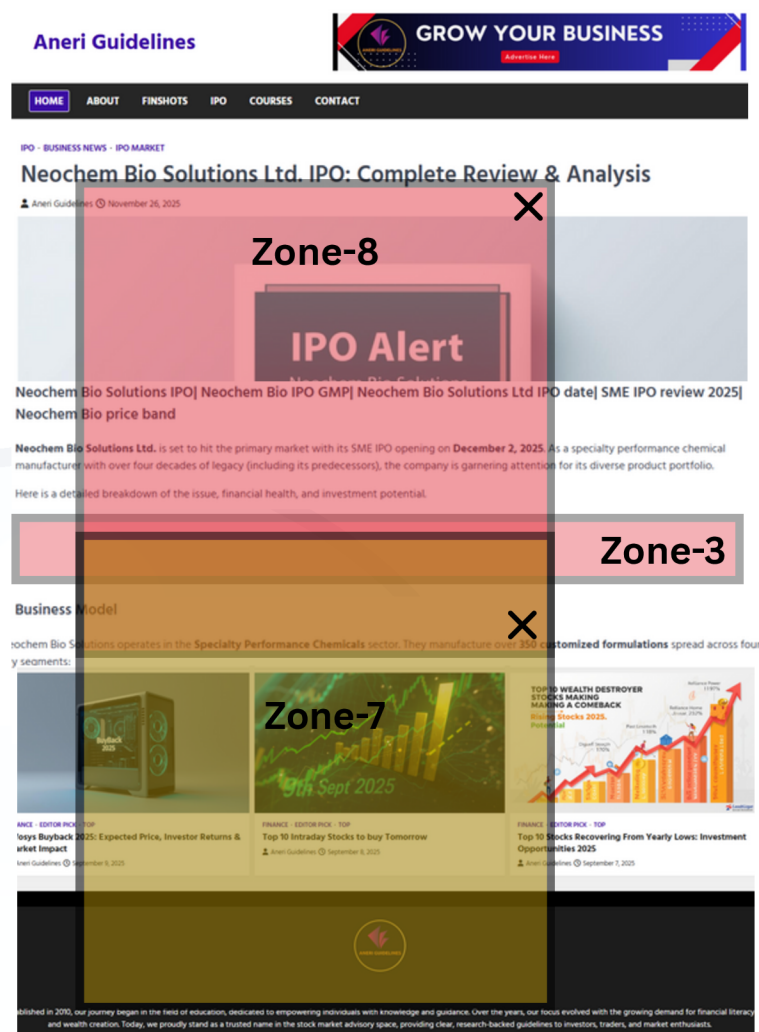
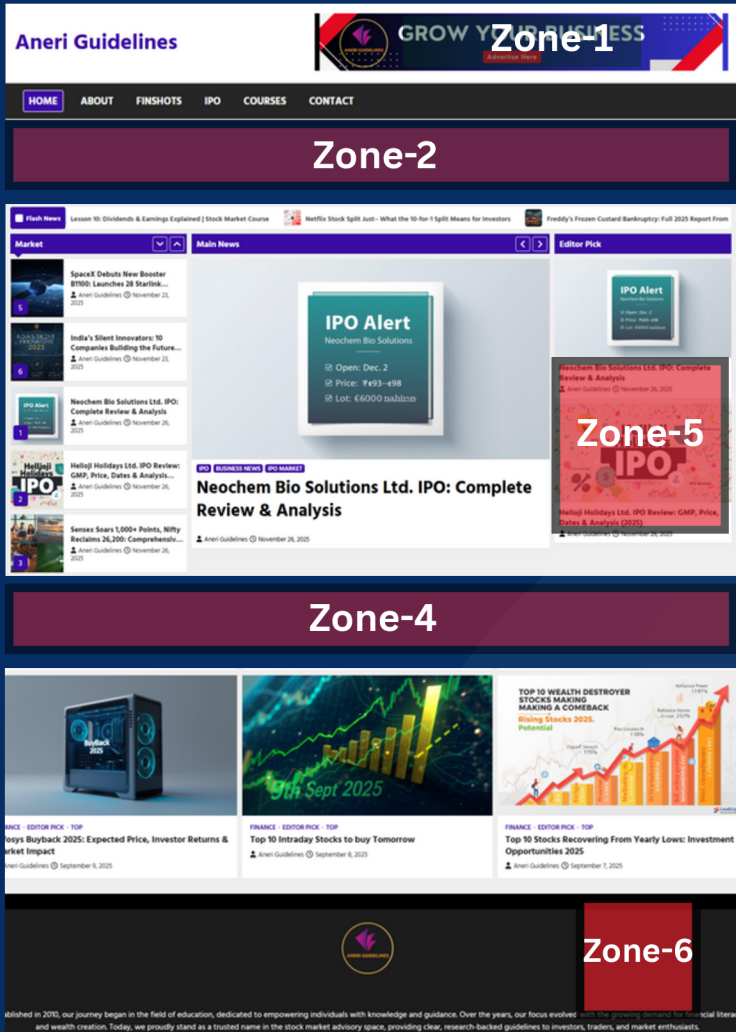
Feature Article (Editorial)

- Details: Written by Aneri Guidelines team.
- Rate: ₹10,000 / post

Technical Specs & Payment

- File Formats: JPG, PNG, GIF, HTML5.
- Turnaround: Ads go live within 48 hours.
- Payment: 100% Advance via UPI, Bank Transfer, Cheque or Demand Draft
- *Note: Ad dimensions are responsive and adjust automatically to fit screen sizes.

Visual Ad Positions



THE DIRECT ADVANTAGE

- **AdBlocker Immune** Unlike programmatic ads (like Google AdSense), our direct placements are hard-coded into the website infrastructure. This means your banner bypasses standard ad blockers, ensuring 100% of our audience sees your message.
- **Blazing Fast Loading** We host your creative directly on our premium servers. No third-party scripts means your ad loads instantly without slowing down the user experience, leading to higher viewability.
- **100% Share of Voice** When you book a slot (e.g., Header Leaderboard), you own it. We do not rotate multiple brands in the same spot. Your brand gets exclusive visibility for the entire duration.

TERMS & CONDITIONS

- **Booking Policy:** Slots are confirmed only upon receipt of 100% advance payment.
- **Creative Deadline:** All ad artwork must be submitted at least 24 hours before the campaign launch.
- **Refunds:** Cancellations made 7 days prior to the start date are eligible for a full refund. No refunds once the campaign goes live.
- **Content Policy:** We reserve the right to reject ads promoting gambling, adult content, or misleading schemes.
- **Creative Refresh:** To prevent ad fatigue, advertisers are allowed to update their banner artwork up to once per week (max 4 changes per month) at no extra cost.
- **Ad Overlays:** High-impact units (e.g., Pop-ups) may temporarily overlay content and other ad slots.

