



Advertiser Policy & Terms & Conditions

(For AneriGuidelines.com)

Last Updated: 01/12/2025

These Advertiser Policy and Terms & Conditions ("Agreement") govern all advertising placements ("Ads") on AneriGuidelines.com ("Website", "We", "Us", "Our"). By purchasing or submitting an advertisement, the advertiser ("Client", "You") agrees to the terms below.

1. Advertising Plans & Billing

- All advertising plans are offered on a monthly basis (30 days), unless mutually agreed in writing.
- Full payment must be made in advance before the advertisement goes live.
- Prices may change without notice; existing paid campaigns will not be affected.

2. Google AdSense Co-Placement

- 2.1 The Website runs Google AdSense alongside sponsored advertisements.
- 2.2 Advertisers acknowledge that their ad may appear next to or near Google ads.
- 2.3 AdSense policies cannot be violated at any time; any violation will lead to immediate removal of your ad without refund.

3. Ad Format, Image Quality & Display Variations

- 3.1 Advertisers must provide the ad image, banner or creative in supported formats (PNG/JPG/GIF/WebP) as demanded.
- 3.2 Due to device variations (mobile, tablet, desktop) the ad may appear slightly different in:
 - Size
 - Alignment
 - Colour accuracy
 - Rendering or cropping
- 3.3 The Website will make reasonable efforts for optimization but offers no guarantee of uniform display.
- 3.4 Creative Refresh: To prevent ad fatigue, advertisers may update their ad creative up to once per week (maximum 4 times per monthly cycle). Changes must be submitted 24 hours in advance.

4. Technical Errors & Downtime

- 4.1 Website performance may be affected by:

- Hosting/server downtime
 - Plugin/theme conflicts
 - Internet issues
 - Technical bugs or third-party service issues
- 4.2 We will attempt timely resolution, but advertisers accept that temporary disruptions may occur.
- 4.3 No refunds will be issued for minor outages or unavoidable technical issues.
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5. Ad Content Guidelines

5.1 All advertisements must comply with:

- Indian laws
- Google AdSense guidelines
- Financial market advertising standards

5.1 Prohibited Content (Strictly Not Allowed) The following content is strictly prohibited:

- ✗ Misleading financial promises or guaranteed returns claims
- ✗ Adult, pornographic, or explicitly sexual content
- ✗ Hate speech, violence, or illegal products
- ✗ Ponzi schemes, MLM, or unregistered investment schemes
- ✗ Malware, auto-downloads, or phishing links

5.2 Restricted Content (Political & Election Ads) Political and election-related advertisements are accepted subject to the following strict conditions:

- Compliance: Ads must comply with the Model Code of Conduct (MCC) and Election Commission of India (ECI) guidelines.
- Right to Remove: We reserve the right to immediately suspend or remove any political advertisement if we receive a takedown order from the Election Commission, a court of law, or any government authority.
- No Refund: If a political ad is removed due to a government or legal order, no refund will be issued for the remaining duration.

6. Approval, Rejection & Legal Removal

- 6.1 All ad creatives undergo a mandatory review.

- 6.2 We reserve the absolute right to reject, remove, or request modification of any advertisement at any time without providing a reason.
- 6.3 Legal Takedowns: If we receive a takedown order, notice, or warning from any government authority, court, or regulatory body (such as SEBI, RBI, ECI, or Cyber Cell, etc.) regarding ANY advertisement:
 - The ad will be removed immediately.
 - No refund will be issued for the remaining duration of the campaign.
 - The advertiser will be solely responsible for any legal consequences.

7. Placement & Positioning

7.1 The Website will place ads at agreed sections like:

- Sidebar
- Header
- Footer
- Within post/SEO placements

7.2 However, placement positioning may slightly vary due to:

- Layout changes
- Responsive design
- Theme updates

We do not guarantee fixed pixel-perfect positions.

8. Tracking & Analytics

- 8.1 No Native Tracking: The Website does not provide built-in analytics, click-through rates (CTR), or impression reports for individual advertisements.
- 8.2 Advertiser Responsibility: Advertisers are solely responsible for tracking the performance of their campaigns. We highly recommend using trackable URLs to monitor traffic and clicks on your own end.
- 8.3 Traffic Verification: Upon request, we can provide a Google Analytics snapshot (screenshot) showing total website traffic (page views/users) for the campaign period. This serves as proof of audience reach only and does not reflect specific engagement with your ad.

9. Advertiser Responsibilities

Advertisers agree to:

- Provide accurate and legal content
 - Ensure claims are verifiable
 - Not infringe copyright or trademark
 - Provide working links
 - Pay invoices on time
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10. Refund & Cancellation Policy

- 10.1 Cancellation requests must be made at least 7 days prior to the campaign start date to be eligible for a Full Refund. Cancellations made less than 7 days before launch are not eligible for a refund.
 - 10.2 Cancellation after the campaign starts: No refund will be issued, regardless of the remaining days.
 - 10.3 Refund Processing: Approved refunds will be processed within 7–10 working days.
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11. Liability Limitations

- 11.1 We are not responsible for:
 - Losses due to ad performance
 - Low impressions or clicks
 - Revenue loss
 - Third-party actions
 - Server outages
 - Legal issues arising from advertiser content
 - 11.2 Maximum liability is limited to the amount paid for the current month's campaign.
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12. Taxes & Invoicing

- 12.1 Current Tax Status: The Publisher is currently exempted from Goods and Services Tax (GST) registration. Therefore, advertising rates are currently not subject to GST.
 - 12.2 Future Liability: In the event that the Publisher becomes liable for GST in the future (due to turnover thresholds or regulatory changes), applicable GST will be charged over and above the agreed rates.
 - 12.3 Invoicing: A valid commercial invoice (Bill of Supply) will be provided for all payments within 3–5 business days.
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13. Termination

We reserve the right to terminate any advertising campaign without notice for:

- Violation of this Agreement or Website policies.
- Non-payment of invoices.
- Regulatory Compliance: If the advertiser's business or product is flagged, banned, or investigated by Indian authorities.

14. Changes to Policies

- We may update these Terms at any time. Advertisers are responsible for reviewing the latest version on the Website.

15. Governing Law

- This Agreement is governed by the laws of India, with jurisdiction in Gandhinagar, Gujarat, unless otherwise required by law.

The logo features a stylized, abstract graphic composed of several overlapping, translucent shapes in shades of purple and pink, resembling a fan or a stylized leaf. Below this graphic, the words "ANERI GUIDELINES" are written in a bold, sans-serif, yellow font. The entire logo is centered within a large, thin, yellow circular border.

ANERI GUIDELINES