

## Congratulations.

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Of all you could do for a business expansion, you've chosen to advertise with [StartingFranchise.in](http://StartingFranchise.in). A smart idea indeed!

## So, how does it benefit you?

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Yes, you may know it all, or some. Here's a quick revision.

- ✓ Gain from flexible advertising options like **Featured Articles** or **Ad Banners**, or both. Details are given later below.
- ✓ Negotiable advertising rates.
- ✓ Only 50% down-payment for the agreed tenure. For the rest, pay as you go.
- ✓ 7-Days trial in throw-away pricing for both the advertising options.

## What are the advertising options?

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We have a couple to offer. Choose whatever makes you at home.

### Feautred Articles

Provides detailed content about your business.

Accessible from Top Menu from all pages across the website.

### Ad Banners

One-click access to your website from all content pages.

Gain from flexible tenures and low tarrifs.

## 1. Featured Articles

### Minimal advertising costs. Optimal targeted traffics.

- ✓ An entire article dedicated to your business, instead of a few lines allowed by advertising networks.
- ✓ You prepare your content, and decide what to put in it. You can provide your investment info, return potentials, requirements and application process in details — making sure you get only targeted visitors for higher conversion rates.
- ✓ Being a native advertisement, your content is almost blended with other articles in the website, featured or otherwise. Nevertheless, as per our policy, we will mention at the bottom of the article that this is a sponsored native advertisement, and we are paid for publishing it.
- ✓ Get a link back to your website, and drive higher traffic.
- ✓ Your article is directly linked from Top Menu, ensuring higher Click-Through Rate (CTR).
- ✓ Wide range of tariff plans according to tenures. You decide how long we should display your content: 7 days, 30 days, 3 months, 6 months, or 1 year.

Tariff Plans for Featured Articles				
7 days (trial)	30 days	3 months	6 months	1 year
Rs. 500	Rs. 5000	Rs. 13500	Rs. 25000	Rs. 45000

#### Please Note:

- ✓ We offer a 7-days trial period so that you can judge the traffic and conversions. And guess what, it is a throw-away price.
- ✓ The charge for the trial period has to be paid in full before the commencement of the same.
- ✓ Once you are happy with the trial, you may sign up for any of above tenures, with 30 days as a minimum, further renewable.

- ✓ 50% of the net amount for the tenure selected must be paid in advance, and may be non-refundable. This is applicable for all tenures except the 7-days trial.
- ✓ All rates are open to further negotiations.
- ✓ The article may be edited for SEO purposes. Nevertheless, all important information will be retained.
- ✓ Your logo will be published alongside the content, ensuring proper recognition and establishment of your brand.
- ✓ In case the website is unable to continue with the Featured Article concerned for unforeseeable reasons and emergencies, we may refund an adjustment after deducting the amount for the time already elapsed of the tenure.

## 2. Ad Banners

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### Your one-click drive to sales.

- ✓ We put up a clickable banner you provide us with, to drive traffic directly to your website.
- ✓ We accept 300x250 banners only, and generally placed in the right bar.
- ✓ You get a link back to your website, thus getting direct traffic. Please note that we only allow no-follow links because most search engines, including Google, prohibits selling do-follow links in exchange of money.
- ✓ Your banner is accessible from all content pages across the website.
- ✓ Wide range of tariff plans according to tenures. You decide how long we should display your ad banner: 7 days, 30 days, 3 months, 6 months, or 1 year.

Tariff Plans for Ad Banners				
7 days (trial)	30 days	3 months	6 months	1 year
Rs. 800	Rs. 7000	Rs. 20000	Rs. 35000	Rs. 60000

Please Note:

- ✓ 7-days trial period in throw-away price, just like **Featured Articles** options.
- ✓ The charge for trial period has to be paid in full before we put up the banner.
- ✓ You may sign up for any of the aforementioned tenures, with 30 days as a minimum, further renewable.
- ✓ 50% of the net amount for the tenure selected must be paid in advance, and may be non-refundable. This is applicable for all tenures except the 7-days trial.
- ✓ We may shuffle locations of banner advertisements for designing purposes.
- ✓ All rates are open to further negotiations.
- ✓ In case the website is unable to continue with the ad banner concerned for unforeseeable reasons and emergencies, we may refund an adjustment after deducting the amount for the time already lapsed of the tenure.

## Hassle-Free Business Agreements

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**We hate unnecessary paper-works. You might hate them, too.**

- ✓ If we both mutually agree with the advertising rates, all you have to do is to send / ask the right person in your company to send an email to [admin@startingfranchise.in](mailto:admin@startingfranchise.in), declaring that you are willing to advertise with Spider Computech Pvt Ltd, the company that runs the website, that you have read the tariff brochure carefully and understood, that you realise the agreements being subject to standard company rules and that any dispute should be settled as per the laws of the country. You will state that your email is legally binding, and your name will serve as a digital signature, not requiring a physical one. **Mention in your email the tenure and the advertising option sought for.**

- ✓ We will quickly reply your email, thereby accepting the proposal.
- ✓ Transfer the money to our bank account. You will be provided with the necessary bank details as and when required.
- ✓ Having it transferred, let us know by email. We will check our account balance, and confirm the receipt.
- ✓ Now, for Featured Articles option, you will provide us your **original** content as an email attachment in .txt (notepad file) and we will post it in our website. We will do a thorough plagiarism check so please make sure only original content is sent. We may edit the content for SEO purposes, but will keep all the critical information. For the Ad Banners option, you will provide us the banner in .jpeg / .jpg / .png / .gif form and we will put up the same in the website.
- ✓ A little before the completion of the tenure, we will send you an email again and will ask whether you want to continue or not. The process is to be repeated for renewal. If you discontinue, the advertisement banner will be removed after the specified period. The featured article may or may not be retained, but will not be featured any longer.

**Happy Advertising!**

Best Wishes,

Kumar

Webmaster, StartingFranchise.in