



Advertise on eTikr

Unique Advertising Opportunity

eTikr offers a unique advertising opportunity targeting products and services to investor community. eTikr advertising solutions provide a strong platform for lead generation as well as building strong brands. We provide you with competitive rates to reach your desired audience.

Target Market

eTikr reaches a targeted audience of investors interested in following stock market, mutual funds, options and other financial markets. The majority of visitors come to eTikr via searches on Google or other search directories.

Our audience is made up of investors, financial advisors, financial consultants, and new and curious investors. We target people who follow market actively and spend considerable time throughout the day monitoring the market and their stock holdings. These individuals are educated, affluent, web savvy and always looking for the latest products and services that will help them enhance their portfolios & returns.

Traffic

eTikr 2.0 was released in Mar 2007, since then our traffic has increased steadily. eTikr currently has a traffic of over 450,000 monthly page impressions.

Advertising Options

eTikr offers following options for ad placement on our application screen,

The screenshot shows the eTikr application interface with several advertising options highlighted:

- Option A:** A 120x60 button ad located in the top right corner of the main content area.
- Option B:** A 120x60 button ad located in the top right corner of the main content area, adjacent to Option A.
- Option C:** A 468x60 Full Banner ad located in the top right corner of the main content area, spanning across Options A and B.

The main content area displays a stock market watch list with columns for Security Name, Symbol, Last Trade Price, Change in Price, Volume, Day's Range, 52-Week Range, and P/E. The watch list includes stocks such as Microsoft Corp (MSFT), Google Inc Class A (GOOG), Yahoo Inc Com (YHOO), General Mtrs Corp (GM), Pfizer Inc (PFE), Verizon Communications Com (VZ), Exxon Mobil Corp (XOM), Wal Mart Stores Inc (WMT), and Move Inc Com (MOVE).

Option A – IAB Standard size button 120x 60

Option B - IAB Standard size button 120x 60

Option C – IAB Standard size banner 468 x 60,

Option D, Custom Buttons – We can create custom buttons to advertise your product or service if it is of interest to our users. Email with descriptions of your requirements for inquiry.

eTikr Advertisement Policy

eTikr reserves the right to remove any advertisement that it deems is annoying or harmful to our audience. Additionally, eTikr reserves the right to cancel any ad placement that it feels is not aligned with our business interests and interferes with user experience of eTikr.

Contact Us

For our rate card and other inquiries related to advertising, contact us at advertise@etikr.com with the following information

- Your website URL
- Your contact information
- Describe your interests/needs

And we will come back to you with a customized proposal to fit your needs.