

Advertising at Need to Know

Classified ads

MONTH BY MONTH: Up to 275 characters, including spaces and punctuation, are \$65 for each month plus 20 cents per additional character. At the end of each month, your ad will automatically terminate unless you ask us to extend.

AUTOMATIC-RENEWAL: Discounted 40% from non-renewal rates. \$39 per month for 275 characters plus 12¢ per additional character. Your ad will be automatically extended monthly until you ask us to cancel. Ads may be canceled any time after three months.

Black text only (except links). Graphics and images are not eligible. Letters in all-cap words count as 2 characters. The maximum size is 1,000 characters. Text can be changed any time at no additional cost.*

For your convenience, here is an [Internet site](#) that automatically counts characters and spaces.

AUTHOR'S RATE

We have a special place in our hearts for self-published authors spreading the message of truth, individualism, and liberty. We offer these crusaders a VERY special rate to make it easy to place their works into the Classified section of Need to Know. Authors writing on these themes will receive a 50% discount on any Classified ad that is billed on a three-month, auto-renew cycle. It can be canceled any time after the first cycle. A 275-character ad that normally costs \$39 per month is thereby reduced to \$58.50 for three months or just \$19.50 per month.

TO START YOUR CLASSIFIED AD

Send the text of your Classified ad [here](#) and you will receive

an email invoice to confirm the cost and to enable payment by bank card or PayPal. After you authorize payment for the invoice, the ad will be published within two business days.

Banner ads

SIZE AND LOCATION

Side-bar banners are 326 pixels wide, 200 pixels or more tall. Header banners and those tucked within the text of news articles are 692 pixels wide x 87 pixels high.

RATES

Rates are determined by the total number of pixels. That is determined by multiplying the width by the height. A banner measuring 326 pixels wide by 200 pixels high will contain 65,200 pixels. The following chart converts total pixels into a monthly rate.

AD PLACEMENT	IF MONTH-BY-MONTH At the end of each month, the ad will automatically terminate unless you request an extension.	IF AUTOMATIC-RENEW The ad automatically will be extended until you ask us to cancel. You may cancel any time after 3 months.
Side bar	\$.005 per pixel per month	\$.003 per pixel per month
Within articles	\$.01 per pixel per month	\$.006 per pixel per month
Header banner	\$.015 per pixel per month	\$.009 per pixel per month

DYNAMIC ROTATION

Ads are dynamically rotated, which means they are viewed in sequence with other ads in the same location. Their position

in the queue is random, and the order is changed every time the page is refreshed. This allows all ads to appear at prime viewing locations and lessens the tendency for viewers to become 'blind' to ads that always are seen in the same location.

Banners must be in a TIF, JPG, or GIF format. Animations must be slow. Flashers and shakers are not eligible. Banners can be changed any time at no additional cost.*

TO START YOUR BANNER AD

Send images and hyperlinks [here](#). You will receive an email invoice to confirm the cost and to enable payment by bank card or PayPal. After you authorize payment for the invoice, the banner will be published within two business days.

If you have questions or need assistance, contact us [here](#).

FROM ADVERTISERS

My banner ad in *Need to Know* has been responsible for better than 90% of my company's growth! To put it succinctly: My advertisement pays for itself! ~~ Chris Main

Our ad in *Need to Know* is working; just wanted to give you some feedback; great service your are doing for Americans. ~~
John Miller

* New banners must be the same size as the original. For Classified ads, if the character count after the change is no more than the original count (or 275, whichever is greater), there will be no additional cost. If the revised count is greater than that by ten or more characters, it will be necessary to revise the billing. Revised rates become effective on the next renewal date.

Updated 2020-11-03