Twenty-four hours. Twenty-four slots. One board.

An advertising auction with a clock on it. Every UTC hour is a slot; whoever holds one owns the front of the board for that hour.

What it is

A single page showing 24 hours of a UTC day. Each hour is a tile holding one brand — logo, name, and a link straight to its site. There is no feed to scroll and nothing else competing for the eye.

How a slot changes hands

- An empty hour is free. The first brand into it pays nothing at all.
- To take an occupied hour, beat the standing bid. You are charged immediately and the slot is yours.
- Fail to beat it and you are charged **nothing**. The authorisation is released.
- Whoever holds an hour when it ends keeps it for the rest of the day.
- Winning keeps you on the board **after** your hour ends — for 24 hours, 7 days or 30 days, depending on how big your bid was.

The hour ends. The listing does not.

The Hall of Survivors is three boards side by side — the biggest bids of the last **24 hours**, **7 days** and **30 days**, seven brands on each. So the bid does two things: it buys the hour, and it decides how long that hour keeps paying you afterwards. A dollar might hold the 24-hour board until tomorrow; the biggest bid of the month sits on all three for a month.

> **The part most platforms would bury:** if somebody outbids you later, you lose the slot *and* the money. You paid for the time you held it, and you held it. That is the trade, and it is on the front page of the site in the same words.

Why anyone would want an hour

Because an hour is small enough to try. A Google Ads campaign wants a budget, a landing page, a conversion goal and two weeks before it tells you anything. A slot on this board wants a URL. You will know inside sixty minutes whether the traffic is any good, because we publish the click counts and the click-through rates for every brand on the board.

What it costs to find out

Nothing, if you take an empty hour. Every verified account also gets **$10 of credit**, which is ten outbids at the floor price. There is no subscription, no minimum spend and no contract.