

Where this **fits** — and where it does not

An honest map of the alternatives, including the cases where you should go and spend your money somewhere else.

CHANNEL	ENTRY COST	TIME TO A SIGNAL	BEST FOR
Google Ads	~\$5.42/click	1–2 weeks	Proven, high-intent search demand and margins to match
Newsletter sponsorship	\$100–\$5,000	One send	A tightly matched audience you have researched
Directory listing	\$0–\$500	Months	Slow, durable SEO value
Launch platforms	\$0	One day	A genuine launch moment, once
BidSurvivor	\$0–\$1	60 minutes	Finding out whether anything happens at all, cheaply — and staying on the board 24 hours to 30 days after

Go elsewhere if...

- ▶ **You have search demand and the margins for it.** Somebody typing your category into Google is worth more than an hour of any board. Buy the click.
- ▶ **You need volume this quarter.** Twenty-four hours a day is twenty-four slots. This is not a volume channel and pretending otherwise would waste your time.
- ▶ **Your buyer is an enterprise procurement committee.** They are not browsing an hourly auction at eleven at night.

Come here if...

- ▶ **Your entire budget is a couple of hundred dollars** and you would like to see something happen today rather than after a two-week learning phase.
- ▶ **You want the numbers published.** Every other channel here reports its own performance to you privately. Ours are on a public page, readable by your competitors too.
- ▶ **You are competitive.** The board shows who currently holds each hour. Some people find that motivating, and we are not going to pretend that is not part of the design.

The cheapest honest test in advertising is one that costs nothing.

Take an empty hour. If the board sends you nobody, you have lost an afternoon's curiosity and no money at all.