



IN-TEXT AD FIRM ACQUIRES \$1 MILLION INVESTMENT

KNEWCO

In-Text Knowledge Discovery & Contextual Ads If hop on some of the biggest blogs on the internet, you are likely to find a new source of advertising revenue in the very stories that you're reading. It's called in-text advertising and Knewco, a Maryland-based company, is showing off its fundraising chops in its current round of funding. Knewco secured \$1 million according to a filing with the SEC. That brings this round up to \$2.2 million, just \$400,000 short of their \$2.6 million goal. The current total is the aggregate of three unnamed investors. Last year, the company was able to secure \$2.7 million in funding from investors such as Omni Capitol Group and GIV Venture Partners.

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