
CAN'T AFFORD A KINDLE? GET ONE WITH ON-SCREEN ADS AND SAVE \$25



If you think advertising has reached its limits then you will be surprised at [Amazon's](#) new version of its popular Kindle e-reader. Although the Kindle has gone down in price dramatically since first being introduced, the \$139 that the Wi-Fi only version costs is still too much money for many people to justify spending. Now, for those people and others, there is a cheaper Wi-Fi only version that will be released on May 3 of this year. The new version will cost only \$114, which is \$25 cheaper than the regular Wi-Fi only Kindle, and will be identical in features except for one thing: on-screen ads. For those who don't mind the ads, \$25 in savings may seem like a great deal, but others may not like the idea of having ads on their e-reader. In an effort not to be too intrusive, the ads will only be displayed on the Kindle's screensaver and at the bottom of its home screen. The ads will not be shown in the actual eBooks. Time will tell how popular this new version of the e-reader will be and whether consumers will accept a product that features on-screen ads.

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