

Chitika Is Shutting Down on April 30th 2019

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What happened

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One of the popular publisher network Chitika is stopping their business and completely shutting down the service on April 30th, 2019. It was on a sudden note, the 15-year-old company decided to shut the business and they did it on a short time frame. On April 17th, midnight as per the Indian time, the company sent emails to its publishers regarding its closure.

It is also mentioned that the closure will be effective on immediate effect. The real reason behind the closure is not yet mentioned, however as per the note, it is clear that they have some issues with the ad exchange partners. Chitika published the news on their blog and the possible steps that can be taken next. But the closing of one of the popular ad network does not seem to be good news for a large number of publishers in the world.

What to do next?

- All the Chitika publishers need to remove their code from the websites on or before April 30th, 2019. The code will not work after that.
- All the earnings of the publishers after March 1st, 2019 will not be paid. As per the details, the company has terminated the contract with its main ad exchange partner and the money earned after March 1st, 2019 has been returned to the partner network. As a result, all the amount earned by the Chitika users after March 1st, 2019 will not be paid.
- All the earnings until February 28th, 2019 will be paid on April 30th, 2019 as per their payment terms as the final payment.