



THE ADVERTISING TREATY



WAR



PEACE

Turn ad blocking into **PREMIUM REVENUE**

THE MASSIVE PROBLEM

912M

Ad blockers

\$54B

Publisher loss

\$60 vs
\$2-\$5

LinkedIn CPM gap

- 70% of targeted attributes are wrong.
- Surveillance loses trust; users block; advertisers waste; publishers bleed.
- The arms race helps no one.

SCAN TO SIGN THE TREATY



Join the founding signatories at
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THE TREATY IN 3 LINES

■ USERS

Anonymously verify valuable attributes.
Get privacy + premium access.

■ PUBLISHERS

Receive trusted, consented audiences.
Earn LinkedIn-level CPMs.

■ ADVERTISERS

Buy verifiable, cookieless reach.
Better performance, less waste.

Consent-first: no tracking, no IDs - just user-approved, signed attributes.

Cookieless by design: higher trust, lower fraud, better UX.

Pilot-ready: 2,500 users · 45 days · clear lift

THE NUMBERS

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TURN AD BLOCKING INTO AD REVENUE



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