CUE

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
theadvertisingtreaty.com

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