CUE

THE ADVERTISING TREATY

A Peace Agreement Between Users, Publishers & Advertisers

THE PROBLEM

- 912M people use ad blockers, costing publishers $54B annually.
- 70% of targeted attributes are wrong, wasting advertiser budgets.
- Users hate surveillance, publishers lose revenue, advertisers lose accuracy.

  Everyone is losing the war.

THE TREATY SOLUTION

- Users anonymously verify valuable attributes (e.g., Fortune 500 CXO, Tesla owner).
- Publishers replace cookies & surveillance with trusted, high-value audiences.
- Advertisers pay LinkedIn-level CPMs ($60 vs. $2–$5), across the open web.

  No tracking. No fraud. No adversaries. Just consent-based value exchange.

WHY IT MATTERS

- **Publishers win:** Paywalls crumble when every visitor looks like Mark Cuban.
- **Advertisers win:** Proven audience quality & performance lift.
- **Users win:** Privacy, control, and premium access.

  The cure for cookies. The end of ad blocking. The beginning of sustainable advertising.

SCAN TO SIGN ON

GET STARTED TODAY

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Join the founding signatories at **theadvertisingtreaty.com**