

# PageFair Endorses New Standard from Coalition for Better Advertising

*Anti-adblock company to use new findings when restoring ads to adblock users*

DUBLIN, IRELAND, March 22, 2017 /EINPresswire.com/ -- Adblock solutions provider, [PageFair](#), has endorsed new findings from the Coalition for Better Advertising about adblock and ad formats. In an [open letter](#) to the members of the Coalition, PageFair CEO, Sean Blanchfield, commended the work of the Coalition and committed to apply its new standard for better ads.

“PageFair will align itself with your standard henceforth. I commit that PageFair shall serve only the most tolerable formats, per the Coalition rankings. It is my hope that we will together improve the quality of advertising on the web, and thereby sustain the medium and the publishers that give it substance,” said Blanchfield.



The conclusions from the Coalition’s [survey](#) of more than 25,000 Internet users in North America and Europe supports several years of PageFair research. While the Coalition’s survey looked at all users, PageFair’s research specifically examined adblock users and their attitudes toward ad formats.

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*Sean Blanchfield, PageFair  
CEO*

In his open letter, Blanchfield stated that PageFair, a company with the technology to display ads to adblock users, will use the Coalition’s findings as a standard when restoring ads to more than 615 million devices around the world that are currently using adblock technology.

PageFair is the global authority on adblock and the industry leader in publisher adblock solutions. Its free adblock analytics tool is used by thousands of publishers, representing over 60 billion page views per month. Its tamper-proof ad serving technology is used by premium publishers around the world to serve ads on the blocked web that address user

concerns about security, user experience, and privacy.

Matthew Cortland  
PageFair  
+353 83 1804157  
email us here

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