

# AD BLOCKING TODAY

There is an arms race between websites serving ads and users' using ad blockers.

The use of ad block extensions is becoming increasingly popular. It is estimated that about a quarter of US internet users have an ad blocker installed on their desktop browsers. This high percentage cuts into ad revenues. Thus, more and more websites are using "ad blocker blockers." However, users can resort to blocking these blockers as well. But it is an arms race. Ultimately, both users and websites have to agree on a deal instead of engaging in one-sided self-help...

## It looks like your browser is unable to display ads ...

You or someone else on your network might have installed software to block ads, trackers or both from our site. We take careful precautions to ensure our ads are safe and secure, and that our website experience is as reader-friendly as possible.

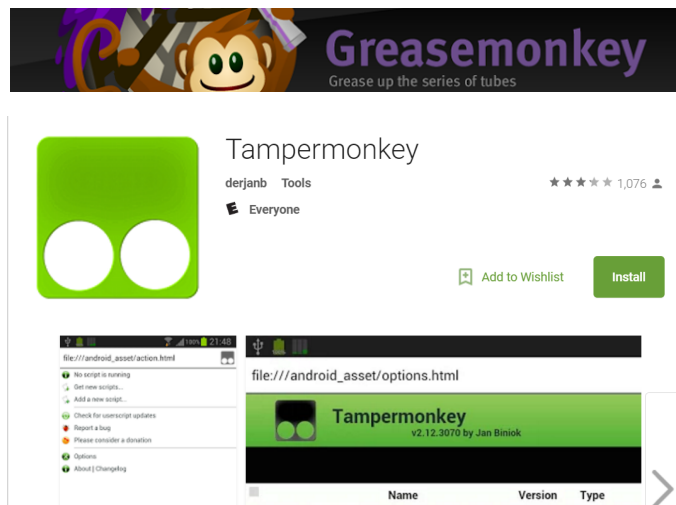
If you click on the whitelisting option below, we will take you through a few simple steps to whitelist our site, enabling ads to appear. If for any reason you prefer not to do that, we have created an ad-free subscription option. You can [find out more about it in our FAQ](#).

### Whitelist us

Free

### Purchase ad-free access

\$39.99/year or \$3.99/month



Read further:

- How to Bypass Adblock Detection on Websites that Bombard You With Ads, <http://www.guidingtech.com/60376/bypass-ad-block-detection-sites/>
- Muhammad Haris Mughees, Zhiyun Qian, Zubair Shafiq, Karishma Dash, Pan Hui, A First Look at Ad-block Detection – A New Arms Race on the Web, <https://arxiv.org/pdf/1605.05841v1.pdf>
- Adblock Plus launches its very own ad network, <https://www.engadget.com/2016/09/13/adblock-plus-acceptable-ads-platform/>