The NEW guidelines for page variants to be followed immediately is: Estimated Initial Weight should be **< 4MB for all devices.**

**If creative do not meet the following criteria, the ad will be blocked or unloaded from the site if the reader is using a Chrome.**

·         Uses the main CPU thread for more than 60 sec in total

·         Uses the main CPU thread for more than 15 sec in any 30-sec window

·         Uses more than 4 MB of network bandwidth

Here is additional information on building recommendations for handing Chrome Ad Blocking: [https://support.celtra.com/creative/builder/recommendations-for-chrome-heavy-ad-interventions](https://urldefense.com/v3/__https%3A/support.celtra.com/creative/builder/recommendations-for-chrome-heavy-ad-interventions__;!!Ivohdkk!zMzKQG0JZfD-FVp1R76p53DSBvWarx2YCgl23Y2jXMjDw90RgRDYByaDugM8SXs$)

Celtra is detecting these interventions and a report can be pulled on which creative are being blocked/unloaded by selecting the following metrics:

·  Ad exceeded the maximum allowed network bandwidth (for weight)

·  Ad exceeded the maximum allowed CPU usage (for CPU)

Billboard with Video:

http://mysanantonio.celtra.com/preview/2e5e5689#overrides.deviceInfo.deviceType=Desktop&deviceType=Desktop&placementWidth=1280&placementHeight=auto

Countdown Clock:

http://mysanantonio.celtra.com/preview/29dcf7f3#overrides.deviceInfo.deviceType=Desktop&deviceType=Desktop&placementWidth=1280&placementHeight=auto

Cinema:

http://mysanantonio.celtra.com/preview/ba4d28b6#overrides.deviceInfo.deviceType=Desktop&deviceType=Desktop&placementWidth=1280&placementHeight=auto

Mini Cinema:

http://mysanantonio.celtra.com/preview/8c4bfe29#overrides.deviceInfo.deviceType=Desktop&deviceType=Desktop&placementWidth=1280&placementHeight=auto

Flipbook:

http://mysanantonio.celtra.com/preview/434fe2c7#overrides.deviceInfo.deviceType=Desktop

Super Hero

http://mysanantonio.celtra.com/preview/87d6f7a1#overrides.deviceInfo.deviceType=Desktop&deviceType=Desktop&showBrowserBars=true&placementWidth=1300&placementHeight=250

Supreme

http://mysanantonio.celtra.com/preview/87bbcfc5#overrides.deviceInfo.deviceType=Desktop&deviceType=Desktop&placementWidth=1280&placementHeight=200