



Insights: Publications

Are Your Legal Transactions Ready for Digital Advertising?

National Association of Minority and Women Owned Law Firms (NAMWOLF) Newsletter

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The advertising and digital marketplace are evolving almost daily; however, two things remain the same: (i) the Federal Trade Commission's ("FTC") Policy Statement and Business Guides on Native Advertising (the "Policy Statement") reinforces tried and true advertising principles and (ii) negotiating strong commercial terms in advertising services and promotional agreements remains the cornerstone of protection in the digital arena.