

# Advertising 101: What Cable Operators Need to Know in Marketing Their Services

Kelley Drye Webinar

Firm Event

November 7, 2013

Washington, DC

On November 7, 2013 partners [Thomas W. Cohen](#) and [Gonzalo E. Mon](#) hosted a webinar titled "Advertising Law 101: What Cable Operators Need to Know in Marketing Their Services." The webinar discussed how federal and state advertising laws apply in traditional media, as well as how they apply in social media. Mr. Mon explained the legal limits on claims in advertisements and marketing materials, what types of proof can support these claims, and how disclosures are used.

## Related Services

Communications

Advertising and Marketing