

# Advertising in Traditional and New Media: Walking the Legal Line

Firm Event

October 24, 2013 from 3:00 pm to 5:00 pm (EDT)

When the competition heats up, marketers tend to push the envelope on their advertising. But what are the legal limits on the claims you can make in ads and marketing materials? What type of proof do you need to support your claims when you are challenged? How can you use disclosures? What are your privacy and data security obligations?

This program explored how advertising laws apply in traditional media, as well as how they apply in social media. The presenters outlined key principles, showed ads from companies that got it wrong, and provided tips for staying out of trouble.

## Related Services

Advertising and Marketing