

# FTC Issues Revised Guidelines on Effective Disclosures in Digital Advertising

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Partner [John Villafranco](#) authored the *Nutritional Outlook* article, "FTC Issues Revised Guidelines on Effective Disclosures in Digital Advertising." The article discusses the recent FTC guide ".com Disclosures, How to Make Effective Disclosures in Digital Advertising." It includes a background of the original guide, which was published in 2000, and a summary of the updates made to the Revised Guide, which provides important insight into how advertisers should address the likelihood that different mediums may be used to view the same ad, and the increasing prevalence of space-constrained ads such as banner ads and tweets. John notes that advertisers should consider the factors discussed in the Revised Guide when devising digital advertisements, determining whether disclosures are necessary, and assessing how to make required disclosures.

To read more, please click [here](#).