

Six FTC Rules and Guides You Should Know

Gonzalo E. Mon

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When we [posted](#) about a \$9.3 million FTC settlement involving the Mail Order Rule, many people commented that they had never heard of that Rule, and wondered what else they might be missing.

In fact, the FTC has more than 50 Rules and Guides. Don't let that number scare you – many of these rules are very narrow and wouldn't apply to most of our readers. For example, you probably don't have to worry about the rule that regulates power output claims for amplifiers used in home entertainment products or the rule that requires certain disclosures when selling funeral goods or services. But odds are that there are a number of Rules and Guides that do apply to you.

On the latest episode of the Ad Law Access Podcast, [Gonzalo Mon](#) walks you through six FTC Rules and Guides that you should know.

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