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## FTC to Update Guidance for Online Advertising Disclosures

May 27, 2011 3:03 PM | *Posted by* Walter Steimel, Jr. | [Print this page](#)

The Federal Trade Commission has announced that it will be updating its guidance on how federal advertising law applies to online advertising. In its May 26, 2011, [statement](#), the FTC advised it is seeking public comment on how "Dot Com Disclosures: Information About Online Advertising" should be modified to reflect the dramatic changes to the online landscape that have occurred in the 11 years since the agency first issued the guidance. Mobile marketing, social media and "the 'App' economy" are all considerations that the FTC is seeking to address in this revision. In seeking public comment, the Commission has said it is specifically interested in "the technical and legal issues that marketers, consumer advocates, and others believe should be addressed." The public comment period began May 26, 2011, and runs for 45 days, through July 11, 2011. Interested parties can submit written comments electronically, using the following link <https://ftcpublic.commentworks.com/ftc/dotcomdisclosures/> or in paper form, mailed or delivered to: Federal Trade Commission, Office of the Secretary, Room H-113 (Annex I), 600 Pennsylvania Avenue, N.W., Washington, DC 20580.

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