

Comprehensive advertising compliance™ information emphasizing the practical analysis of government, industry and media restrictions on advertising

25th Anniversary —

Celebrating Our 25 Years

FROM THE EDITOR IN CHIEF

Our lead article, "Lessons Learned in Interactive Advertising: E-Mail Advertising," by Liisa M. Thomas, Esq., examines the current state of interactive advertising. This increasingly important area is on the forefront of the minds of consumers, companies, and regulators. Indeed, over the past year we have seen several cases brought by consumers and government agencies, as well as new regulation introduced at the state and federal level. This article is the first in a four-part series that examines the current status, recent developments, and topical issues in interactive advertising. Future issues will cover fax advertising, telephone advertising, and text message ads.

"Viral marketing" has generally been used as a catch-all term to refer to, among other things, word of mouth marketing, buzz marketing, stealth and guerilla marketing, grassroots marketing, and influencer marketing. Our next article, "Fever Over Viral Marketing and Other Techniques Spreads: Rx for Compliance," by Joseph J. Lewczak, Esq. provides an expert's-eye-view of this important phenomenon.

On December 5-6, 2006, the American Conference Institute presented The 18th National Advanced Corporate Counsel Forum on Advertising Law in New York City. This important conference had an ambitious agenda that included many key advertising law topics. Our next article, "ACI Conference: A Follow-Up," reports on many post-conference developments involving several major conference topics.

FTC recently filed complaints in four separate cases alleging that weight-loss and weight-control claims were not backed up by competent and reliable scientific evidence. Our next article, "Weight-Control Advertisers Hit With \$25 Million in Penalties, Consumer Redress," discusses this major FTC action.

FILING INSTRUCTIONS ARE ON LAST PAGE OF THIS BULLETIN

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