

## Ad Law in the Digital Age

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As advertisers and marketers keep pace with newer media like mobile and social platforms, they must stay abreast of advertising law to avoid legal problems, especially in these heavily regulated areas. This article outlines advertising law basics for marketers, focusing on legal problems related to claims of false or misleading messages, specifically addressing:

- ways in which intended and humorous puffery may guard against legal risk;
- potential hazards from re-tweeting or re-pinning user-generated content;
- navigating the fine line between lawful and misleading content in native advertising; and
- the extension of endorsement regulation to include amateur bloggers and social media stars.

*Elevate* is a blog published by the American Marketing Association.

To read the article, click [here](#).

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