



VOX
MEDIA

Ad Blocking

Ad Blocking

Many believe ad blocking is the result of the online ad industry's excesses

People block ads due to terrible user experiences

Pop-ups, interstitial takeovers, pop-unders, etc. all interfere with the user experience

Many traditional ad formats do not render in mobile environment

The Solution

Simpler, less invasive ads

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Native advertising/branded content/sponsored content

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No need to use ad blockers (ads are beautiful, easy to understand, and clearly labeled)

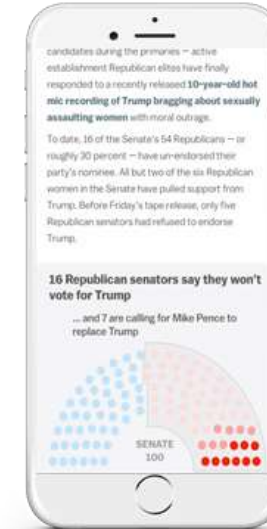
Premium & High Impact Ads



Wildcard



Image



Partner Platforms



Slideshow

The Native Advertising Disclosures Playbook

Complying with the FTC Native Advertising Guidelines

Where does native advertising appear?

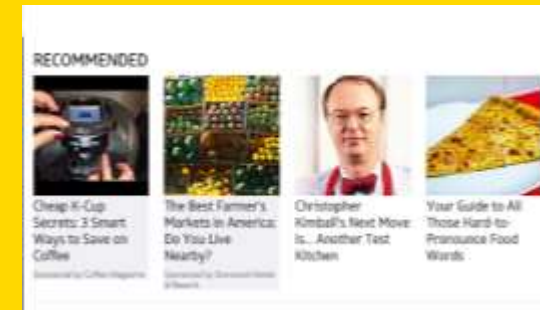
1. In-Feed Units (e.g. sponsored Facebook posts, promoted Tweets)



2. Paid Search Units (e.g. Google search)



3. Recommendation Widgets (e.g. Outbrain, Taboola)



4. Promoted Listings (e.g. Amazon, Foursquare)



5. In-Ad (i.e. native ads inserted into standard ad units: Athena, prelude)



6. Custom (e.g. Vox, BuzzFeed)



If the native ad is so clearly commercial:

No disclosure necessary

If the native ad is not clearly commercial:

You must include a disclosure

How do you know whether an ad is “clearly commercial”?

Review ads from the perspective of reasonable consumers

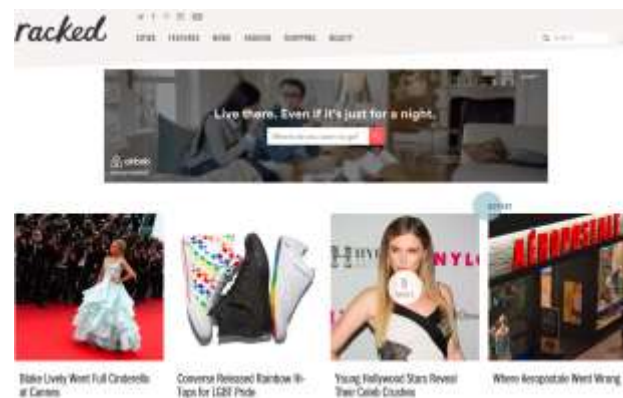
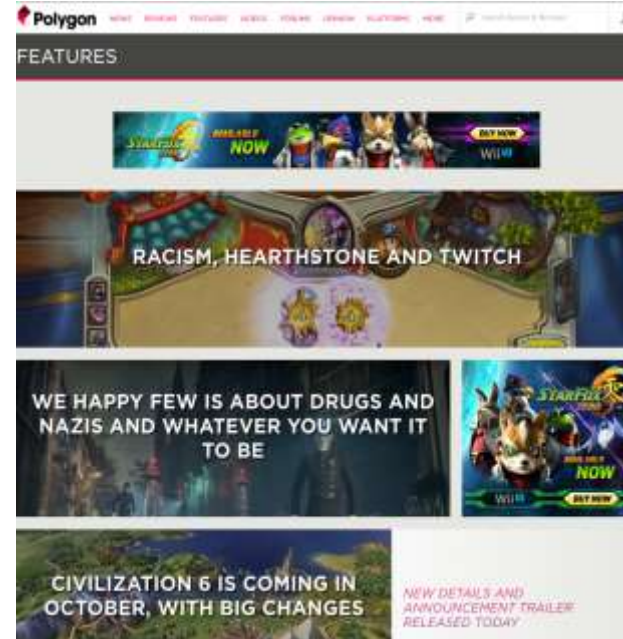
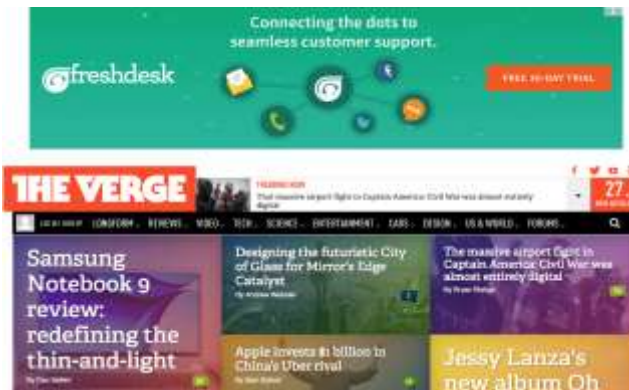
- That is, ordinary consumers who don't have expertise in promotion and advertising, and who have no obligation to (and most likely do not) look at all elements and analyze what they are seeing

**How to
avoid
“deceiving”
or
“misleading”
consumers?**

The 3 Types

- 1. Traditional Ad Units**
- 2. Editorial Adjacencies**
- 3. Custom / Branded Content**

Traditional Ad Units do not need a disclosure



VIDEO 16 COMMENTS



Monster Factory: On the campaign trail with the Boy Mayor of Second Life

By *Griffin McElroy* and *Justin McElroy* on May 16, 2016

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Watch on YouTube | Subscribe to Polygon on YouTube It has been a difficult few months for the...

Polygon

SUPPORTED BY *Totino's*

Monster Factory: On the campaign trail with the Boy Mayor of Second Life

By *Griffin McElroy* and *Justin McElroy* on May 16, 2016 at 10:01a



SB NATION'S 2016 NBA PLAYOFF BRACKET

SUPPORTED BY *State Farm*



SUPPORTED BY *State Farm*

SB Nation's 2016 NBA Playoffs guide

by *SB Nation NBA Staff* Apr 14, 2016, 12:22p

A bracket, schedule and complete guide to the teams and matchups of the 2016 NBA Playoffs.



Vox

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See What Happens When Our Best Minds Tackle Our Communities' Biggest Problems.

Technology is changing how we live, but it needs to change how we work

By: *Euna Kwon*



SUPPORTED BY JPMorgan Chase & Co.



The way we get around is about to change

Do you need a disclosure for Editorial Adjacencies?

No full disclosure, but certain language should be positioned clearly and conspicuously



POWERED BY **on 4G LTE**

"Silicon Valley" comedian Kumail Nanjiani talks nerd-life on and off screen



The Secret to Better Grilling: High-Heat Charcoal



FROM OUR SPONSOR

How one company is using technology to help lift people out of poverty

Here's why tech optimists think there's never been a better time to solve big problems.

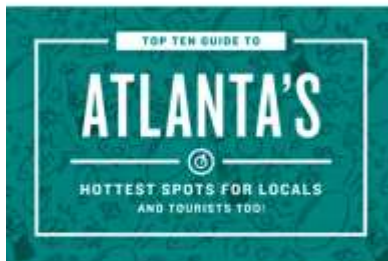
POWERED BY CISCO **CISCO**



CHASE
The five essential rules: Spending and saving

EATER MAPS REVIEWS CITIES FORUMS FEATURED VIDEO

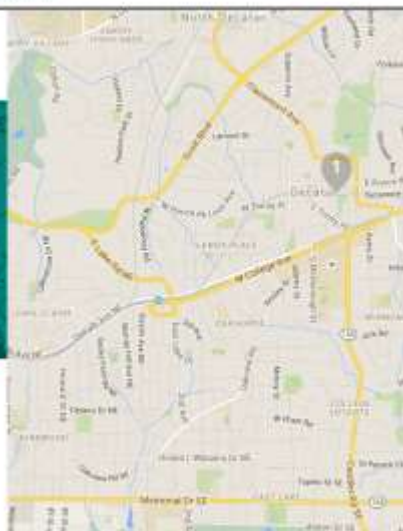
Here's How to Experience Atlanta Like a Local



Share Tweet

This feature was produced in collaboration between the Creative and Homebased units by Hilton. Our travel editor staff was not involved in the creation or production of this content.

You've checked in, and now there's one question: Where are the cool places to hang out? Homewood Suites by Hilton



SOURCE

Digging for the Roots of Hawaiian Roast Pork

1. Share 2. Tweet

This story was produced in collaboration between Vox Creative and Campbell's. Our editorial staff was not involved in the creation or production of this content.



FROM OUR SPONSOR

What Does a Manhattan Real Estate Agent Do All Day?

It's a mix of networking and dealmaking — see what one real estate agent does in a day.

POWERED BY TIME WARNER CABLE **Time Warner Cable**

Do you need a Disclosure for Custom / Branded Content?

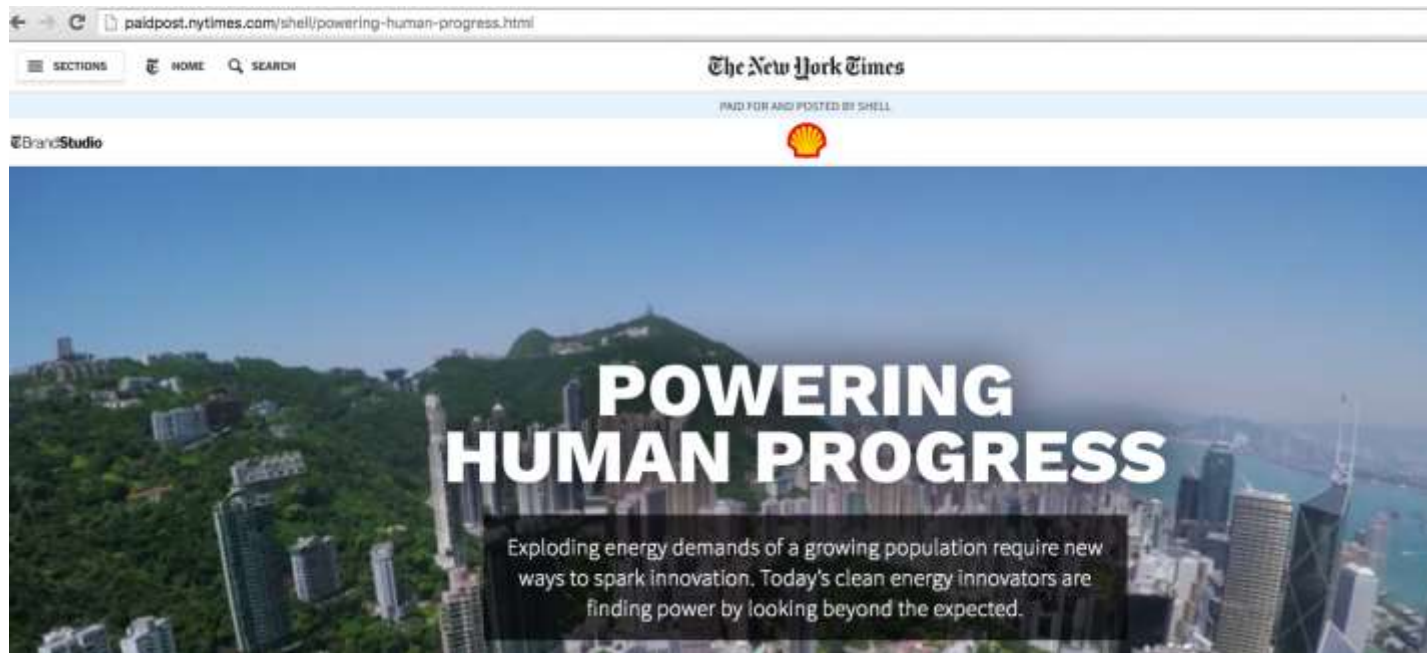
- ALWAYS!
- Several types of disclosures must appear in a range of places.

Language – Editorial Adjacencies

- ✓ “Presented by [X]”
- ✓ “Brought to You by [X]”
- ✓ “Promoted by [X]”
- ✓ “Sponsored by [X]”

Language – Custom / Branded Content

- ✓ “Ad”
- ✓ “Advertisement”
- ✓ “Paid Advertisement”
- ✓ “Sponsored Advertising Content”



Powering Human Progress | Presented by Shell



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Powering Human Progress (Paid Post by Shell From The New York ...

paidpost.nytimes.com/shell/powering-human-progress.html

reat inventions can build on the success of others or arrive with the burst of an epiphany, but **progress** rarely follows a straight line. Even in a field as advanced ...

The Atlantic

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THE BRITISH IMPACT

Colophon Foundry discovers the endless, unexpected ways that typography affects everything we see, across London and in the U.S..

VIEW STORY



Custom / Branded Content DO's:

☐ Clear and Prominent Placement

- ☐ As close as possible to the native ad(s) to which it relates
- ☐ Near the ad's focal point (in-front or above headline; on a video thumbnail)
- ☐ Before the content; not only at the bottom or to the right
- ☐ *If video*: long enough to be **noticed, read, and understood**
- ☐ *If audio*: simple language, in a cadence that's easy to follow
- ☐ Individually label ads where they are grouped with editorial content

Custom / Branded Content Don'ts

- ✗ “Promoted”
- ✗ “Promoted Stories”
- ✗ Don't only include advertiser's name and/or logo
- ✗ Don't use different terminology to mean the same thing in different places
- ✗ No terms that customarily have different meanings in other situations
- ✗ No unfamiliar abbreviations or icons
- ✗ No technical or industry jargon

OK, so now what?

- Do you insist upon labeling/disclosure for editorial adjacencies even if they're not absolutely required in all cases?
- How much advertiser input crosses the line?
- What if an advertiser does not like the “consistent” labels you have chosen?
- How do different publishers paper custom branded content deals?