**F.T.C. Guidelines on Native Ads Aim to Prevent Deception**

On Tuesday, the Federal Trade Commission issued a guide on native advertising intended to prevent customers from being deceived. The long-awaited guidelines function as a warning shot to the online ad industry and lay out for the first time how advertisers and publishers should deploy and label native ads.

***The New York Times 12.23.15***

<http://www.nytimes.com/2015/12/23/business/media/ftc-issues-guidelines-for-native-ads.html?ref=media&_r=0>