

Do I need to disclose?

Are you making or publishing content for or with an advertiser?

Are you distributing content for an advertiser?

Make sure you know the rules about disclosure.

What does your audience want?

- **Clarity:** about the source - to know up front who it's from
- **Relevance:** to them/their interests
- **Value:** interesting, informative, entertaining content



Trust is key: people want advertisers to be responsible and transparent. Their trust is quickly eroded if they feel they are being misled



Content-based advertising

Content-based digital advertising takes as many forms as there are media: audio, text, photos, images, video, animated content. The advertising rules apply regardless of the format or the medium (including social media), and who is creating or publishing the content.

Have you partnered with a brand that is paying you to create and/or publish content? This includes payment 'in kind'.

NO

This isn't content that is regulated by the ASA. Other regulation may apply, however, especially if you have a commercial relationship with an advertiser. See the full guidelines for more details.

YES

Does the advertiser control the content or message in some way, or is it a paid endorsement/promotion?

NO

YES

You need to disclose that it's advertising to distinguish it from other, non-marketing content.

Native advertising

Native ad units are used to distribute content components in formats designed to look and feel like the surrounding content or environment.

Are you publishing content in a native ad unit? (e.g. in-feed, 3rd party discovery)

YES

Find out how in our guidelines