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Advertising and Sponsorship in Online Publications

Annette Flanagin

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Online ads are not restricted by the physical limits of a printed page. For example, a user can increase the type size of the prescribing information that appears in small type in print pharmaceutical ads. Ads can rotate, expand, be animated, or pop up on a screen without the user's request. An ad for a particular drug, product, or service can be hyperlinked to the manufacturer or provider's website. In addition, ads can be targeted for specific users or a specific user experience. The standards for protecting editorial integrity of print publications apply to advertising in online publications and other