# NATIVE ADVERTISING BEST PRACTICES CHECKLIST
*Maximizing Transparency & Consumer Trust*

| | Recommend Evaluation Criteria |
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| ❏ | Use industry recommended disclosure terminology to maximize consumer transparency of native ads including refraining from creating unique and proprietary terms. |
| ❏ | If the disclosure term is pre-populated by third parties, require they comply with recommended terminology and site branding requirements. |
| ❏ | Be consistent – use the same disclosure terms and post them in the same position on all native ad units throughout your site. |
| ❏ | Maximize discoverability and readability across screens – utilize and test adaptive design for different devices and display magnifications. |
| ❏ | Keep disclosure term's text size readable for all ages – it is recommended text be no more than 2 points smaller than the headline and or native ad copy. |
| ❏ | Make disclosures clear and conspicuous, maximizing readability and discoverability<br>❏ Use recognized design standards to help maximize readability<br>❏ Avoid all capitalized letters<br>❏ Insure text color is easily distinguishable and contrasts from the ad unit background<br>❏ Refrain from using compressed or 'narrow' letter spacing<br>❏ Use different typefaces to help distinguish native ad unit copy from disclosure term (e.g., san-serif vs serif fonts)<br>❏ Avoid common colors combinations which are difficult to distinguish native vs non-native content for users with vision deficiencies (e.g., red-green) |
| ❏ | Prominently identify the consumer-facing sponsoring brand(s), not just the content service. |
| ❏ | Use color brand logos where possible, enhancing transparency and advertiser brand value. |
| ❏ | Review the use of supplemental co-branding of content providers and the impact on the user experience. Data suggests the inclusion of added co-branding may distract from providing consumers clear and intuitive disclosure. |
| ❏ | Maximize the delineation of native ad units from page content through the use of rules, borders, and/or shading). |
| ❏ | Review compliance with accessibility requirements including but not limited to adding alt-text descriptors for all images served (Publishers, Agencies, Ad Networks, etc.). |

**For updates visit - https://otalliance.org/native**

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