



Herb Riede <admin@7-10.com> on 08/27/2002 04:10:53 PM

To: Electioneering@FEC
cc:

Subject: Comments on online advertising regulation...

The GOP recently ran this ad on Yahoo's eGroups:

http://www.penns4gore.org/illegal_ad_example.cfm

The form took you to be a "GOP Team Leader"...

I believe that the form or any graphical advertisement should require disclosure.

I am an online marketing expert, and it is my professional opinion that requiring disclosure, while taking up real estate on ads, would not be any more prohibitive than TV ads.

I do agree that text-messaging political ads are too small, however I would ban any unsolicited messaging if the end user would incur a cost to receive it.

But with the internet, there is no reasonable excuse NOT to include disclosure with the same guidelines as TV.

Herbert Riede
Web Developer
The Boyds Collection, Ltd.
(Formerly employee of online advertising company CPABank.com)
(717) 632-0551