

BEWARE OF DIGITAL ADVERTISING FRAUD!

You should know about...

AD STACKING



Ad stacking is a practice where multiple ads are stacked on top of one another on a website, with only the top ad visible to the viewer. While only one ad is visible, the impression counts for each served ad, even the hidden ads underneath the stack. This is another specific trick to defraud advertisers.

If you are advertising your business through digital services, make sure you know what you are getting — and what you aren't. Don't be a victim of digital fraud.

Contact an advertising account executive from this audited publication to learn more.

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