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12 Days of Regulatory Insights: Day 7 – New Rules in Advertising

Regulatory Oversight Podcast

SPEAKERS

[Natalia A. Jacobo](#) | [Michael Yaghi](#)

In the seventh episode of our *12 Days of Regulatory Insights* podcast series, members of the firm's Advertising + Marketing practice, Mike Yaghi and Natalia Jacobo, examine the evolving landscape of advertising and marketing regulations. The episode focuses on the impact of recent efforts to curb junk fees, state mandates for transparent pricing, and potential regulatory changes anticipated with the new administration in 2025.

Mike and Natalia discuss the significance of the FTC's proposed rule to curb unfair or deceptive fees, the challenges businesses might face in complying with new requirements, and the implications of state regulations like California's Senate Bill 478 on transparent pricing. The episode also highlights similar regulatory initiatives in other states and anticipates future changes in the advertising and marketing space with the new administration.

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