

Podcasts | December 13, 2024

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

## Regulatory Oversight Podcast

### SPEAKERS

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

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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.

### 12 Days of Regulatory Insights 2024

This 12-part series covers a variety of critical regulatory topics, offering insightful discussions from members of our Regulatory Investigations, Strategy + Enforcement practice group and State Attorneys General (AG) team.

Day 1 The Impact of the 2024 State AG Elections

Day 2 AI Under Scrutiny

Day 3 State AG Oversight in the Health Care Industry

Day 4 A Focus on the FCA

Day 5 Cannabis Chronicles

Day 6 Regulatory Shifts in Consumer Financial Services

Day 7 New Rules in Advertising

Day 8 Inside the Texas AG's Office

Day 9 Trends in the Tobacco Industry

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Day 11 State AGs on the Antitrust Frontline

Day 12 Redefining Online Gaming

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