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## August 2014

### In this Issue:

- [Welcome to News with Edge!](#)
- [Featured Article: Native Advertising: Trick or Treat?](#)
- [Did You Know...?](#)
- [Industry Stories and News](#)
- [Upcoming Events](#)
- [Connect With Us](#)

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## Welcome to News with Edge!

Our August issue discusses what native advertising is and how it is used today through various online formats, such as social media and online newspapers and magazines. This article also mentions some drawbacks of native advertising and the positive value it can provide to enhance content if done correctly.

News with Edge delivers inspiration, advice, helpful tips, and links to news and upcoming industry events.

We hope you enjoy this valuable insight into marketing and PR!

Amy L. Juers, MBA  
Founder and CEO  
Edge Marketing, Inc.

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## Native Advertising: Trick or Treat?

By: Jennifer Marsnik



John Oliver, host of HBO's *Last Week Tonight with John Oliver*, recently criticized the practice of native advertising, arguing that it blurs the lines between editorial and advertising – often referred to as “church and state” in the world of journalism. Oliver’s assertion that native advertising compromises the integrity of a free press is not without merit, but was his overall conclusion about its value entirely fair? [READ MORE](#)

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#### ***About the Author***

Jennifer Marsnik is a senior account manager with Edge Marketing, Inc. Leveraging more than 20 years of experience working in professional services industries, Jennifer consults with clients to develop and implement strategic marketing plans that complement and support their overall business goals.

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## **Did You Know...?**

According to NewBayMedia, native ads represented just 5%-to-10% of Facebook’s impressions in 2013, but accounted for more than 60% of the company’s revenue.

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## **Industry Stories and News**

**Read the latest top stories and industry news!**

- [Accused Boston Bomber Claims Jury Selection Is Unfair](#)
  - [Patient Agreements Help Avoid Liability for Prescribing Painkillers](#)
  - [Appeals Court Says It Can't Fix Judge's Sentencing Mistake](#)
  - [Leadership Management: Strategic Planning for the Boom and the Doom](#)
  - [SEC Charges Telco Execs in Revenue Recognition Scheme](#)
  - [Obama’s Comments Chill Inversion Deals](#)
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## **Upcoming Events**

**Don't miss this month's industry events!**

- 34th Annual 2014 Midwest Accounting & Finance Showcase
  - XBRL Data Forum
  - Cloud Summit 2014
  - 2014 Conference on Preservation Excellence
  - Nuix User Exchange
  - 2014 CALSMposium
  - Argyle- Chief Legal Officer Leadership Forum: Fall Event (Chicago)
  - ECI - "The Exchange" eDiscovery for the Corporate Market Conference
  - MarcusEvans Summits: IP Law Summit - Fall
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