

NewsGuard for Advertising Monthly



Were you forwarded this email? Subscribe [here](#).

October 2023

In this issue of the NewsGuard for Advertising newsletter, we cover:

- How brands can navigate misinformation about the Israel-Hamas War
- How your company can protect itself from AI-produced misinformation
- Opportunities to meet NewsGuard's team at the Brand Safety Summit

Latest NewsGuard Reports



Helping Advertisers Navigate Misinformation During the Israel-Hamas War

The escalating misinformation about the conflict represents a significant risk for advertisers, agencies, and ad-tech companies. NewsGuard is tracking false claims circulating online about the conflict in our newly launched [Israel-Hamas War Misinformation Tracking Center](#), which protects NewsGuard's clients from placing ads on sites publishing misinformation about the war.

[Read Now](#)

How NewsGuard Can Protect Brands from AI-Produced Misinformation Sites

AI-produced misinformation websites are proliferating online. Learn how advertisers & brands can keep themselves protected using NewsGuard's transparent site credibility ratings.



[Read More](#)

NewsGuard in the News



Adweek: Misinformation on X

Adweek covered our [recent report](#) that "verified" accounts on X/Twitter were superspreaders of misinformation about the Israel-Hamas War.

[Read Now](#)



MediaPost: The High Cost Of Misinformation For Brands, Publishers, Platforms

"Disinformation about the Israel-Hamas war shows why advertisers and brands need content moderation," writes Laurie Sullivan.

[Read Now](#)



The Drum: New parameters define spammy "MFA" sites, but media buyers remain wary

Read about NewsGuard's take on what's missing from the new "made for advertising" website definitions—namely, a lack of clarity on how "low quality content" is defined or assessed.

[Read Now](#)

Webinar Replay: Reputation Management in the Age of AI

Catch up on Pulsar and NewsGuard's discussion on managing brand reputation in an age of AI-generated misinformation.

[Watch Now](#)



Where You'll Find Us Next Month



Brand Safety Summit NYC: Nov. 1-2

Will you be at the Brand Safety Summit this year? Come meet members of NewsGuard's team at the conference to chat about how NewsGuard can help safeguard your brand's news advertising strategy.

[Schedule a Meeting With Us](#)

Elections in the Age of AI: A Trust and Safety Networking Brunch

Worried about brand reputation and AI during an election year? Join NewsGuard's team and trust and safety colleagues on Nov. 1 in NYC for a free networking brunch to discuss this issue.

[Learn More](#)



Get in Touch

If you'd like to learn more about working with NewsGuard, email carl.menshikov@newsguardtech.com.