

# Native Advertising

## A Guide from IAB Ireland's Native Council

2015



**PAID-FOR CONTENT THAT IS RELEVANT  
TO THE CONSUMER EXPERIENCE,  
IS INTEGRATED INTO THE SURROUNDING CONTENT  
AND IS NOT INTERRUPTIVE**

# DISCOVER / RECOMMENDATION UNITS



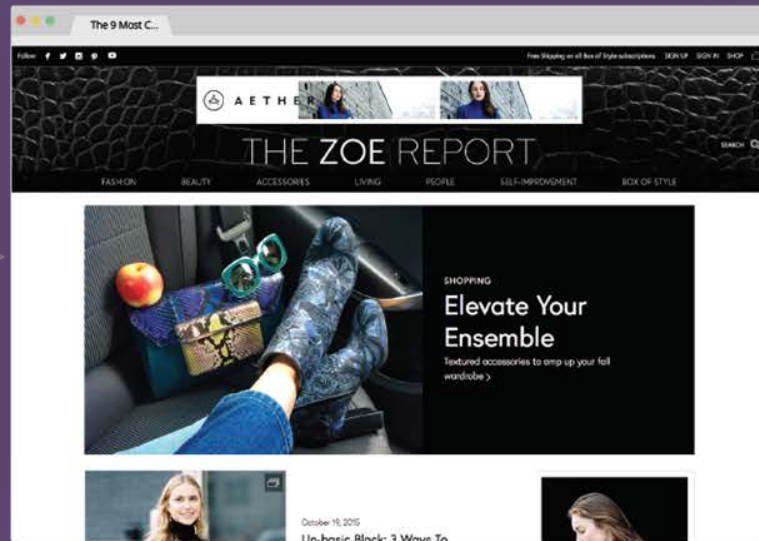
Michelle Obama's  
Modern Take On  
Eveningwear  
The Zoe Report



15 Of The Most Genius  
Tips To Keep Your Kids  
Organized  
AllMommyThings

What's this? - Recommended by outbrain

Link to page off the site



<http://thezoereport.com/>

# IN-FEED - PUBLISHER CONTROLLED



Stay on website/app



<http://www.dailymail.co.uk/femail/article-id.html>

# IN-FEED - ADVERTISER CONTROLLED

A screenshot of a mobile phone displaying a promoted tweet from Dublin Chamber (@DubCham). The tweet asks business owners to attend a breakfast networking meeting on October 30th. It includes a photo of people at a meeting and a 'Book now' button with the URL dubchamber.ie. The tweet is marked as 'Promoted by Dublin Chamber'.

**Dublin Chamber @DubCham**  
Are You a Business Owner? Would you like to be a guest at our business owners meeting on October 30th ?

Breakfast networking with business owners  
dubchamber.ie

Book now

Promoted by Dublin Chamber

A screenshot of a sponsored Facebook post from Our Lady's Hospice & Care Services. The post is for a 'Hugh's Hospice Appeal' and includes a video thumbnail of a man. It shows engagement metrics: 774 reactions, 18 comments, and 35.3K views. Interaction buttons for Like, Comment, and Share are visible at the bottom.

**Our Lady's Hospice & Care Services**  
SPONSORED · 🌐

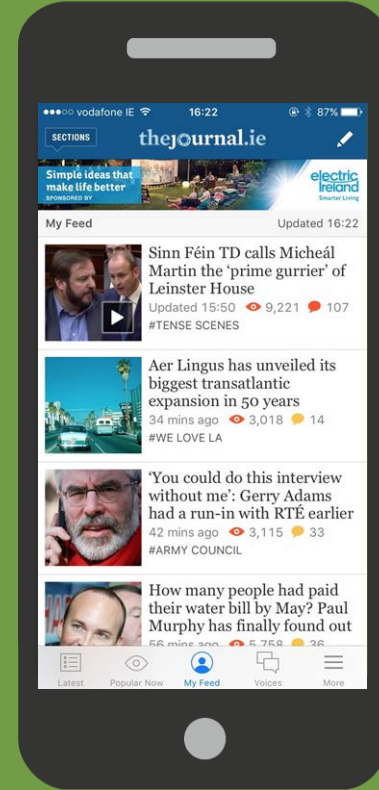
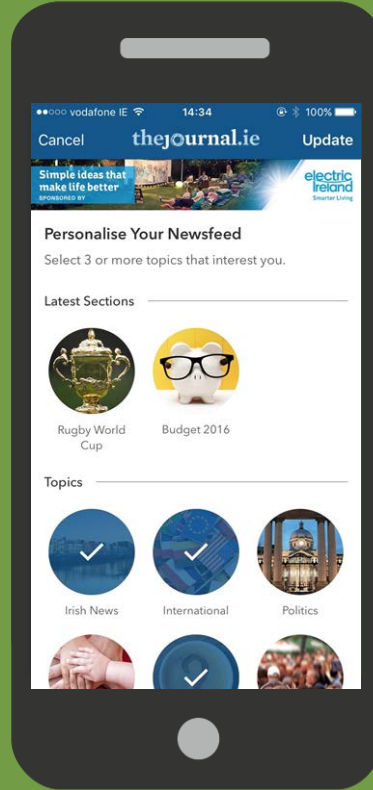
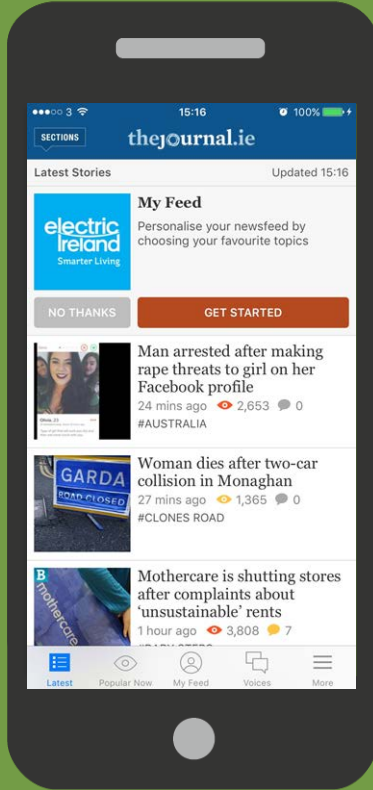
Hugh's Hospice Appeal in aid of Our Lady's Hospice & Care Services. Please share.  
[www.olh.ie/fundraising/make-a-donation/hughsappeal](http://www.olh.ie/fundraising/make-a-donation/hughsappeal)

774 REACTIONS 18 COMMENTS 35.3K VIEWS

LIKE COMMENT SHARE

Link to page off the site

# CUSTOM INTEGRATION



# DISCOVER / RECOMMENDATION UNITS

Michelle Obama's Modern Take On Eveningwear  
The Zoe Report

15 Of The Most Genius Tips To Keep Your Kids Organized  
AllMommyThings

What's this? - Recommended by Outbrain

Link to page off the site

THE ZOE REPORT

Elevate Your Ensemble

http://thezoereport.com/

# IN-FEED - PUBLISHER CONTROLLED

Dreading looking half term-haggard? Try these ideas to keep kids occupied! SPONSORED

princess Diana's Lady Kitty shows off

Stay on website/app

MailOnline

Are YOU dreading looking half term-haggard? If you fear your little darlings will run you ragged this week, try these ideas to keep them occupied!

http://www.dailymail.co.uk/femail/article-id.html

# IN-FEED - ADVERTISER CONTROLLED

Dublin Chamber @DubCham  
Are You a Business Owner? Would you like to be a guest at our business owners meeting on October 30th?

Our Lady's Hospice & Care Services  
Hugh's Hospice Appeal in aid of Our Lady's Hospice & Care Services. Please share.

Link to page off the site

# CUSTOM INTEGRATION

thejournal.ie

My Feed

Personalise your newsfeed by choosing your favourite topics

Man arrested after making rape threats to girl on her Facebook profile

Woman dies after two-car collision in Monaghan

Mothercare is shutting stores after complaints about 'unsustainable' rents

Personalise Your Newsfeed

Select 3 or more topics that interest you.

Latest Sections

Topics

See Páilín TD calls Michael Martin the 'prime garriser' of Coláiste Héiligh

Aer Lingus has unveiled its biggest transatlantic expansion in 50 years

You could do this interview without me? Gerry Adams had a run-in with RTE earlier

How many people had paid their water bill by May? Paul Murphy has finally found out

**RECOMMENDED IAB IRELAND  
NATIVE COUNCIL  
DISCLOSURE PRINCIPLES:**



**NATIVE ADVERTISING SHOULD BE CLEARLY AND  
PROMINENTLY LABELLED AND READILY RECOGNISABLE  
AS AN ADVERTISEMENT OR AS PAID FOR CONTENT**

**THE IDENTITY OF THE ADVERTISER SHOULD BE  
APPARENT TO THE READER IN THE ADVERTISEMENT OR  
PAID FOR CONTENT**

**dmg** :: media  
Ireland



entertainment.ie

**INM** Independent  
News & Media



  
**MAXIMUM MEDIA**

**M** | Mirror  
Media  
Ireland

**Pigsback.com**

**THE IRISH TIMES**

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