Appendix C: Possible Native Advertising

This table presents an incomplete list of native advertisements by overlay vendors. In most cases, the native advertising engaged in by overlay vendors does not contain at disclaimer that the content was paid-for, and therefore certainty of the pay-for-play aspect of these articles is not very high. That said, each of these articles share relatively common traits of native advertising.

|  |  |  |  |
| --- | --- | --- | --- |
| **Article Title** | **URL** | **Product Promoted** | **Other Comments** |
| Why UserWay Does Not Make Your WordPress Website Accessible | https://wpreset.com/userway-does-not-make-website-accessible/ | ACE/ accessiBe | Hatchet job on competitor |
| accessiBe review: How to ensure your website is ADA-compliant | https://www.lilachbullock.com/accessibe-review-website-ada-compliant/ | accessiBe |  |
| Why your website’s lack of accessibility options is opening you up to lawsuits | https://thenextweb.com/news/why-your-websites-lack-of-accessibility-options-is-opening-you-up-to-lawsuits | ACE/ accessiBe | Sponsorship is disclosed in the footer |
| Web Accessibility Myths: Debunking 7 Common Misconceptions | https://moz.com/blog/web-accessibility-myths | AudioEye | Sponsorship is disclosed in the footer |
| User1st Overview | https://newsrevive.com/user1st-overview/ | User1st | Generic "Admin" author byline |
| User1st - Website Accessibility Made Easy | https://www.disabled-world.com/disability/accessibility/websitedesign/user1st.php | User1st |  |
| accessiBe: Optimize for Accessibility Using AI Technology | https://designshack.net/articles/reviews/accessibe/ | accessiBe |  |
| How To Make Your Website ADA Compliant Using accessiBe | https://uxplanet.org/make-your-website-ada-compliant-accessibe-d27c38ac5d26 | accessiBe |  |
| Website Accessibility: 5 Ways Compliance Impacts Your Business | https://www.bluleadz.com/blog/website-accessibility-compliance-business-impacts | accessiBe |  |
| What does it mean to be Web Content Accessibility Guidelines (WCAG) 2.0 Level AA compliant for businesses in Ontario, Canada? | https://www.linkedin.com/pulse/what-does-mean-web-content-accessibility-guidelines-wcag-sune/ | UserWay |  |
| By Excluding People with Disabilities, We’re Hindering Societal Progress | https://coruzant.com/web/by-excluding-people-with-disabilities-were-hindering-societal-progress/ | accessiBe |  |
| Are You Afraid of Web Accessibility Lawsuits? | https://www.pixelproductionsinc.com/afraid-of-web-accessibility-lawsuits/ | accessiBe |  |
| Website Accessibility is Now Simple Yet Powerful | https://convesio.com/blog/wordpress-innovation/accessibe-wordpress/ | accessiBe |  |

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