

# 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 a 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	<a href="https://wpresset.com/userway-does-not-make-website-accessible/">https://wpresset.com/userway-does-not-make-website-accessible/</a>	ACE/ accessiBe	Hatchet job on competitor
review: How to ensure your website is ADA-compliant	<a href="https://www.lilachbullock.com/accessibe-review-website-ada-compliant/">https://www.lilachbullock.com/accessibe-review-website-ada-compliant/</a>	accessiBe	
Why your website's lack of accessibility options is opening you up to lawsuits	<a href="https://thenextweb.com/news/why-your-websites-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</a>	ACE/ accessiBe	Sponsorship is disclosed in the footer
Web Accessibility Myths: Debunking 7 Common Misconceptions	<a href="https://moz.com/blog/web-accessibility-myths">https://moz.com/blog/web-accessibility-myths</a>	AudioEye	Sponsorship is disclosed in the footer
User1st Overview	<a href="https://newsrevive.com/user1st-overview/">https://newsrevive.com/user1st-overview/</a>	User1st	Generic "Admin"

author  
byline

User1st - Website Accessibility Made Easy accessiBe: Optimize for Accessibility Using AI Technology How To Make Your Website ADA Compliant Using accessiBe Website Accessibility: 5 Ways Compliance Impacts Your Business What does it mean to be Web Content Accessibility Guidelines (WCAG) 2.0 Level AA compliant for businesses in Ontario, Canada? By Excluding People with Disabilities, We're Hindering Societal Progress	<a href="https://www.disabled-world.com/disability/accessibility/websitedesign/user1st.php">https://www.disabled-world.com/disability/accessibility/websitedesign/user1st.php</a>	User1st
	<a href="https://designshack.net/articles/reviews/accessibe/">https://designshack.net/articles/reviews/accessibe/</a>	accessiBe
	<a href="https://uxplanet.org/make-your-website-ada-compliant-accessibe-d27c38ac5d26">https://uxplanet.org/make-your-website-ada-compliant-accessibe-d27c38ac5d26</a>	accessiBe
	<a href="https://www.bluleadz.com/blog/website-accessibility-compliance-business-impacts">https://www.bluleadz.com/blog/website-accessibility-compliance-business-impacts</a>	accessiBe
	<a href="https://www.linkedin.com/pulse/what-does-mean-web-content-accessibility-guidelines-wcag-sune/">https://www.linkedin.com/pulse/what-does-mean-web-content-accessibility-guidelines-wcag-sune/</a>	UserWay
	<a href="https://coruzant.com/web/by-excluding-people-with-disabilities-were-hindering-societal-progress/">https://coruzant.com/web/by-excluding-people-with-disabilities-were-hindering-societal-progress/</a>	accessiBe

Are You  
Afraid of  
Web

Accessibility  
Lawsuits?  
Website

<https://www.pixelproductionsinc.com/afraid-of-web-accessibility-lawsuits/>

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Accessibility  
is Now

Simple Yet  
Powerful

<https://convesio.com/blog/wordpress-innovation/accessibe-wordpress/>

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