



Magazine Publishers of America

**Nina B. Link**  
President & CEO

April 11, 2008

Donald S. Clark  
Secretary  
Federal Trade Commission  
Room H-135 (Annex N)  
600 Pennsylvania Avenue, NW  
Washington, DC 205080

Re: "Online Behavioral Advertising: Moving the Discussion Forward to Possible Self-Regulatory Principles"

Dear Mr. Secretary:

The Magazine Publishers of America (MPA) writes to endorse the comments on the Commission's proposed self-regulatory principles for online behavioral advertising filed today by the Online Publishers Association (OPA).

As the premier trade association for the consumer magazine industry, MPA represents more than 240 domestic and 80 international publishing companies, as well as 100 associate members. Our domestic publishing company members, with more than 1400 titles that run the gamut from local and niche publications to well-known iconic brands read by millions, have an ever-growing presence on the Web. Through increasingly sophisticated and full-featured websites, our members serve the needs of their long-standing readers who visit magazine websites for additional in-depth information, analysis, multimedia, and interactive features. These same sites provide valuable content for a new audience of online readers who have not yet enjoyed our members' print periodicals.

MPA and its members join with OPA to support the Commission's goals of promoting self-regulatory efforts in the area of behavioral advertising. Nonetheless, we share the OPA's concerns that an overly restrictive regulatory framework for online advertising could impede publishers' abilities to continue to innovate and provide high-quality content to their readers on advertising-supported websites. We accordingly urge the Commission to carefully consider the comments submitted by the OPA and accept the OPA's suggestions regarding the Commission's proposed principles. We also request the FTC consider our submission of April 9<sup>th</sup>, where MPA joined a large coalition of industry associations in a broad consensus on the matter of the Commission's proposed self-regulatory principles.

Thank you for your consideration of this matter.

Sincerely,

Nina B. Link  
President and CEO

810 Seventh Avenue  
24th Floor  
New York, NY 10019  
t: 212.872.3710  
f: 212.223.6375  
e: [nlink@magazine.org](mailto:nlink@magazine.org)  
[www.magazine.org](http://www.magazine.org)