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In The Spotlight

Bob Vila Site Sued Over Spam

Internet service provider Hypertouch is suing the owners of BobVila.com for [allegedly sending unsolicited Emails](#) to the ISP and its clients. The suit claims the defendants violated the Can-Spam bill by sending 41 different Emails with false headers.

[Monday March 08, 2004](#) #

Bush Camp Defends 9/11 in Re-Election Ads

Bush's new commercials feature images of the World Trade Center attacks, saying they're appropriate for his re-election campaign and the war on terror. But some families who lost loved ones in the Sept. 11 tragedy say [Read more...](#)

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Elle Macpherson's Lingerie Line Ad Banned

A print ad appearing in Vogue for supermodel Elle Macpherson's lingerie line [has been banned](#) after consumer complaints. [Read more...](#)

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Political Ads Hit the Airwaves

The presidential election is heating up and new political commercials hope to gain your vote. Democratic presidential front-runner John Kerry has already spent \$6.9 million on TV ads. Bush has over \$100 million to fund his campaign. [Read](#)



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Nike Asks "What If?"

Sports stars are suiting up for a new [Nike ad campaign](#). The *What If?* ads will feature popular athletes playing sports they're not known for. You'll see [Read more...](#)

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Presidential Candidates Turn to Web Ads

President Bush and Democrat John Kerry are turning to the Internet to convince Americans to vote for them. Their approach is a Web video Emailed to millions of Democrats and Republicans. [Read more...](#)

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Eminem Sues Apple Over Ad

Eminem says he could get \$10 million for endorsing a product. And that's why he says he's suing Apple, MTV's parent company Viacom and advertising agency TBWA/Chiat/Day. [Read more...](#)

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Did You Know?

Product placement is going Hollywood, helping to cover the production expenses of several shows. [More on Product Placement](#)

A-Rod's Endorsement Potential Boosted with NY Move

Now that Alex Rodriguez is setting up shop in New York, [his endorsement deals](#) could double his off the field income. That's good news to the MLB who's trailing other sports in celebrity endorsements.

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Low Tech Hack Leads to High Tech Trouble

When Pepsi and Apple iTunes teamed up to [give away 100 million free song downloads](#), they didn't expect the promotion to result in hacking. Low tech hacking, that is.

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AOL and EarthLink Take Spam Attack One Step Further

Internet service providers AOL and EarthLink are leading the way in the [legal fight against spammers](#). AOL has filed a lawsuit against Connor Miller Software in Florida. The suit was originally filed in Virginia but was dismissed for [Read more...](#)

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