Record Nr. UNINA9910692903903321 Titolo Big print, little print [[electronic resource]]: what's the deal?: how to disclose the details [Washington, D.C.]:,: Federal Trade Commission, Bureau of Consumer Pubbl/distr/stampa Protection, Office of Consumer and Business Education, , [2000] Collana FTC facts for consumers Disciplina 332.84 342.0418 659.1 659.1092 Soggetti Microcomputers - Marketing Rebates Government information Advertising Advertisers Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Title from title screen (viewed on Sept. 23, 2004). "June 2000." Sommario/riassunto The U.S. Federal Trade Commission (FTC) presents information in PDF format for businesses on how to disclose information about rebates and other offers. The FTC covers rebated computers and Internet

service and disclosures in print, television, and Internet advertising.