

<http://www.pocket-lint.com/news/9189/more-companies-pulling-facebook-adverts>

List of companies pulling adverts from Facebook grows

Vodafone, First Direct, Halifax, Virgin Media, Prudential, the AA...

by Amy-Mae Elliott published on 6 August 2007

The list of companies pulling their Facebook advertising has increased.

Vodafone and First Direct were the first to do so after being made aware that their adverts were appearing next to undesirable content, such as the BNP's group.

The Halifax, Virgin Media, the Prudential, the AA have all also now withdrawn their advertising campaigns from the social networking site.

The Central Office of Information that co-ordinates the multi-million pound advertising campaigns for the government is the latest big name to pull ads.

This massive player in online advertising has ordered that its ads will no longer be placed on social networking sites.

These companies typically "bundle" buy advertising space across a range of websites and have no control over what content the ads appear in conjunction with.

We speculated on Friday that this maybe the start of a new awareness from advertisers about online positioning and it looks as though this is the case.

