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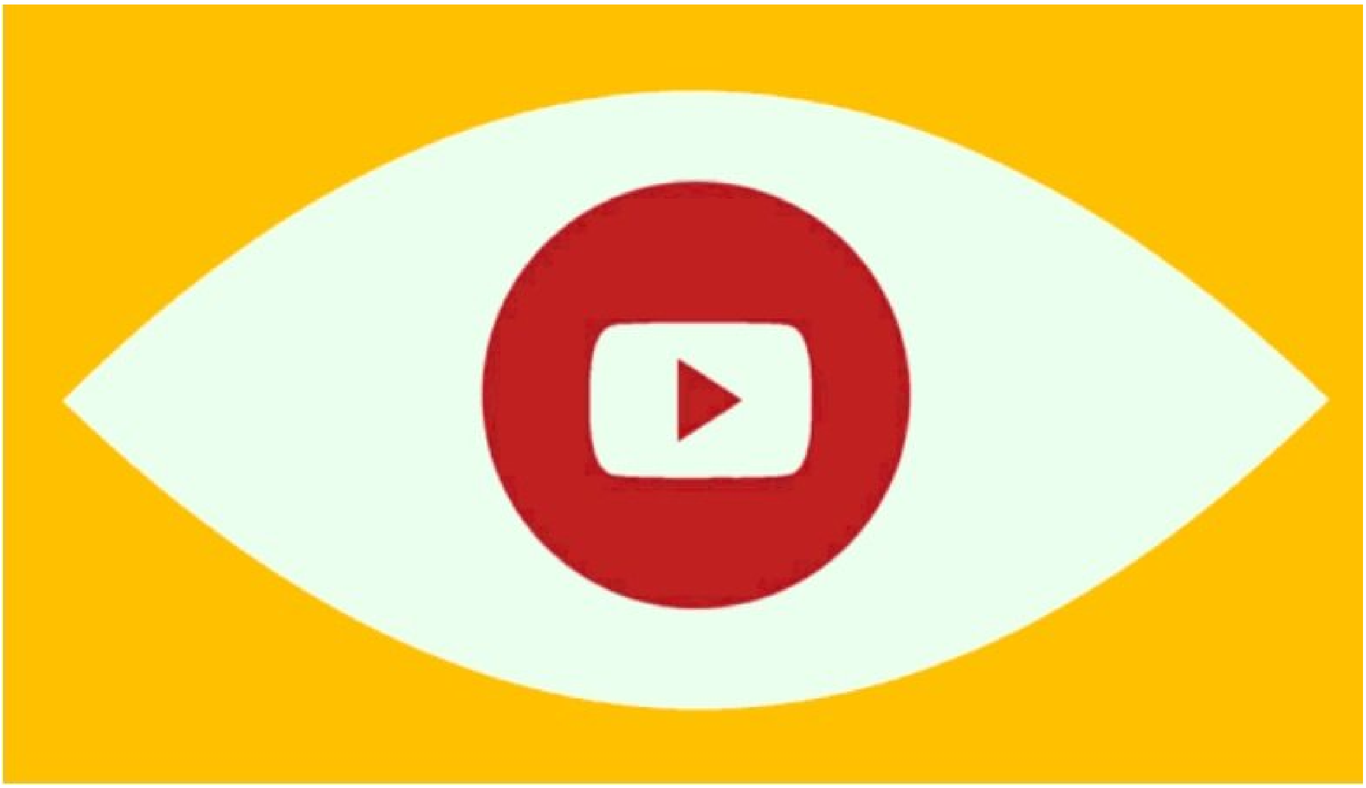

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WHAT IS MALVERTISING?
Malicious advertising (Malvertising) is a malware attack that uses online ads to spread malicious code
HOW MALVERTISNG WORKS
You visit a website with an infected banner or popup ad. No site is safe, no matter how legitimate it appears to be. Even mainstream sites such as NYTimes.com, Gizmodo, and Dailymotion have unknowingly carried infected ads.
The infected ad uses an iframe, an "invisible" webpage element, to do its work. You won't see it, and you don't even have to click anything to activate it.
The iframe redirects to an "Exploit Landing Page.
The landing page is where malicious code attacks your system.
The attack code exploits your system and installs malicious software.
MALICIOUS BIDDING
Cyber criminals are able to utilize malvertising by submitting booby-trapped advertisements to ad networks for a real-time bidding process.
HARD TO CATCH
Malicious ads rotate in with normal ads. Therefore, when you visit an infected site, you might not be attacked.
PROTECTION
Using software like pop-up/ad blockers offers some protection against malvertising, but employing anti-exploit software in conjunction with an anti-malware is your best bet.
Malwarebytes
Crushes Malware. Restores Confidence.
Get your free anti-malware and anti-exploit business trial at malwarebytes.org/business

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Malvertising :

1. AdBlock Plus Malvertising Planet of Fish Double click 2014

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