Corrigendum to “TSA: A Truthful Mechanism for Social Advertising” by Tobias Grubenmann, Reynold C.K. Cheng, and Laks V.S. Lakshmanan, The Thirteenth ACM International Conference on Web Search and Data Mining (WSDM ’20), February 3–7, 2020, Houston, TX, USA. ACM, New York, NY, USA

In The Thirteenth ACM International Conference on Web Search and Data Mining (WSDM ’20), February 3–7, 2020, Houston, TX, USA. ACM, New York, NY, USA “TSA: A Truthful Mechanism for Social Advertising”, Equation (6) is missing the denominator $\zeta_{\mathcal{A}}$. It should read:

$$\frac{\frac{\zeta_{\mathcal{A}} - \zeta_{\mathcal{B}}}{\zeta_{\mathcal{A}}} \cdot r_{\mathcal{A}} + r_{\mathcal{B}}}{r_{\mathcal{A}} + r_{\mathcal{B}}} . \quad (6)$$

(See: DOI: <https://doi.org/10.1145/3336191.3371809>)