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**DEPOSIT ADVERTISEMENT CHECKLIST**

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| --- | --- | --- | --- |
| **General Disclosures Required On All Advertisements** | | | |
|  | Y | N | N/A |
| 1. Does the advertisement accurately reflect the bank’s terms for the deposit product being promoted? |  |  |  |
| 1. Does the advertisement avoid using the terms “Free” or “No Cost” if any maintenance or activity fee may be imposed? 2. *Maintenance fees, Minimum Balance Requirements, Fees for Transactions, Flat Fees, Overdraft Fees, Inactivity Fees, etc…* |  |  |  |
| 1. Does the advertisement avoid using the term “Profit”? |  |  |  |
| 1. The minimum deposit required to open the account |  |  |  |
| 1. Does the advertisement include “Member FDIC”? 2. *Member FDIC is not required in radio or tv ads that do not exceed 30 seconds* |  |  |  |

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| **Interest Rates Included in the Advertisement** | | | |
|  | Y | N | N/A |
| 1. If the advertisement states a rate of return, does it state the rate as an “Annual Percentage Yield”, using that term? 2. *Tiered-rate accounts. An advertisement for a tiered-rate account that states an annual percentage yield must also state the annual percentage yield for each tier, along with the corresponding minimum balance requirement.* 3. *Any interest rates stated must appear in with the applicable annual percentage yields for each tier.* 4. *Stepped-rate accounts: An advertisement that states an interest rate for stepped-rate accounts must state all the interest rates and the time period that each rate is in effect.* |  |  |  |
| 1. If the abbreviation of “APY” is used in the advertisement, is the full term “Annual Percentage Yield” spelled out at least once? |  |  |  |
| 1. If any other rate is disclosed in the advertisement, is it only the “Interest Rate” using that term? |  |  |  |
| 1. If the interest rate is disclosed in the advertisement, is it not more conspicuous than the annual percentage yield to which it relates? |  |  |  |

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| **Additional Disclosures Required** | | | |
|  | Y | N | N/A |
| 1. Variable Rate Accounts: A statement that the rate may change after the account is opened? |  |  |  |
| 1. The period for which the annual percentage yield is offered? 2. *Either the time period the APY will be offered* ***or;*** 3. *A statement that the APY is accurate as of a specified date* 4. *If option “b” above is selected, the advertised rate must be recent in relation to the advertisement. The advertisement may refer to the date printed on the marketing material.* |  |  |  |
| 1. Minimum balance required to obtain the advertised APY? 2. *If a tiered rate account, the minimum balance for each tier must be stated in close proximity and with equal prominence to the applicable APY* |  |  |  |
| 1. A statement that fees could reduce earnings? 2. *This only applies if the account has maintenance or activity fees* |  |  |  |
|  |  |  |  |
| **Certificate of Deposits or Other Time Deposit Accounts** | | | |
|  | Y | N | N/A |
| 1. The term of the account? |  |  |  |
| 1. A statement that a penalty will or may be imposed for early withdrawal? |  |  |  |
|  |  |  |  |
| **Bonuses** | | | |

*\*A bonus is any Gift or Award worth more than $10.00 regardless of the form of the bonus (cash, credit, etc…) not including interest.*

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| --- | --- | --- | --- |
|  | Y | N | N/A |
| 1. The time requirement to obtain the bonus? |  |  |  |
| 1. The minimum balance required to obtain the bonus? |  |  |  |
| 1. The minimum balance to open the account? |  |  |  |
| 1. When the bonus will be paid? |  |  |  |

Advertisement Name:

Approved:

Approved subject to the following changes:

Declined:  Reason:

Reviewed By:       Date: