***NOTICE****: The following has been provided by WBA committee and section volunteers for use by member banks.   
It should be reviewed and revised as appropriate to the user-bank’s own policies, procedures, and practices.*

**Marketing Compliance Checklist**

Date of Production: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Publication: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Purpose: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All items should be answered either “Yes” or “N/A.” Any answered “No” must receive further attention.

|  | **Yes** | **No** | **N/A** |
| --- | --- | --- | --- |
| **General Rules for Advertisements** | | | |
| Has ad been reviewed by proofreader for grammar and spelling? |  |  |  |
| Does ad include "Member FDIC" in conjunction with the bank name? |  |  |  |
| Does ad have the logo or does listing use SSB in name? |  |  |  |
| Was the final ad was approved by compliance officer? |  |  |  |
| **Deposit or Convenience Service Advertisement** *(free checking, online banking, debit cards)* | | | |
| Is the advertised premium or gift under $10.00 if tied to deposit account? |  |  |  |
| Has the rate been set and reviewed by deposit operations? |  |  |  |
| **Loan Advertisement** *(auto loans, mortgages)* | | | |
| Does ad include "Member FDIC” and the full “Equal Housing Lender” logo? |  |  |  |
| Has the rate and term been set and reviewed by loan operations? |  |  |  |
| Is the mortgage originator number listed if lender is named/pictured in the ad (NMLS #)? |  |  |  |