

Deposit Advertising Compliance Checklist

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√	FDIC Membership Requirements (12 CFR 328.3)
	Bank name, logo and/or slogan
	“Member FDIC”
√	Reg. DD Requirements (12 CFR 1030.8 and 12 CFR 1030.11(b))
	Ad does not contain terms “free,” “no cost,” “fees waived” if maintenance or activity fees apply to account; <i>If fee-based account-related services advertised</i> in relation to a “free” account, include conspicuous statement that fees apply to the account-related services (effective 7-1-06). <i>If advertising overdraft protection</i> , include (effective 7-1-06):
	<ol style="list-style-type: none"> 1. Fee for each overdraft; 2. Types of transactions covered by OD services (e.g., “Overdrafts created by check, draft, preauthorized debits”; 3. Time period by which OD balance must be repaid; and 4. Circumstances under which OD would not be paid.
	Ad does not refer to “interest” as “profit”;
	Ad contains no misleading or inaccurate statements ;
	Ad accurately represents the deposit contract ;
	Interest rate, if applicable, stated as “annual percentage yield” at least once in the advertisement; rounded to nearest one-hundredth (two decimal places).
	If APY stated , ad contains:
	<ol style="list-style-type: none"> 1. For variable accounts, statement that rate may vary; 2. Time period APY is offered (or a statement that the APY is accurate as of a specific date); 3. Minimum balance to obtain APY; 4. Minimum balance to open account, if greater than amount to obtain APY; 5. Statement, “Fees may reduce earnings,” for accounts where maintenance or activity fees are assessed; 6. For time accounts: Term of the time account (e.g., “6 months”); Statement: “Early withdrawal penalties may apply”; 7. For tiered rate accounts: All APYs stated with corresponding range of balance requirements.
	If bonus stated , ad contains:
	<ol style="list-style-type: none"> 1. APY; 2. Time required to obtain bonus, if any; 3. Minimum balance to obtain bonus; 4. Minimum balance to open account if greater than amount required to obtain bonus; 5. When bonus will be paid.
	For indoor signs , include:
	<ol style="list-style-type: none"> 1. APY; 2. Statement, “Contact an employee about fees and terms of the account.”
√	Reg. DD Reduced Requirements for Certain Media (12 CFR 1030.8(e))
	If APY or bonus stated, ad contains:
	<ol style="list-style-type: none"> 1. APY; 2. Minimum balance to obtain APY or bonus; 3. Term of the account or time required to earn bonus.