

Advertising Rules Filing Requirements

WHO	WHAT	WHEN	FINRA Rule
All new members	Retail Communications published or used in any public media including websites, newspaper, magazine, radio, TV, telephone or audio recording, video display, signs or billboards, motion pictures and	10 business days prior to first use for one year beginning on the date FINRA membership becomes effective in the CRD system.	2210 (c)(1)(A)
All members	Options retail communications used prior to the delivery of the Options Disclosure Document.	10 calendar days prior to first use; wait for FINRA staff approval.	2220(c)(1)
All members	Registered investment company retail communications that include performance rankings that are not generally published or that are created by the investment company.	10 business days prior to first use or publication; required changes must be made before use or publication.	2210(c)(2)(A)
All members	Security futures retail communications	10 business days prior to first use or publication; required changes must be made before use or publication.	2210(c)(2)(B)

FINRA Advertising Rules Filing Requirements *(continued)*

WHO	WHAT	WHEN	FINRA Rule
All members	Retail Communications that promote or recommend a specific registered investment company or family of registered investment companies.	Within 10 business days of first use or publication.	2210(c)(3)(A)
All members	Public direct participation programs.	Within 10 business days of first use or publication.	2210 (c)(3)(B)
All members	Registered CMO retail communications.	Within 10 business days of first use or publication.	2210(c)(3)(C)
All members	Registered derivative retail communications.	Within 10 business days of first use or publication.	2210(c)(3)(D)
All members	Filmed versions of a TV or video previously filed as drafts or “storyboards.”	Within 10 business days of first use or publication.	2210(c)(4)