

## **RCA – October 1995 – Ask The Analyst – Recruiting Material**

**Q:** Where does recruiting material fit into the Rules?

**A:** Communication with the public, which is subject to the rules of fair practice. Recruiting material must not contain exaggerated or unwarranted claims or statements about the opportunities in the securities business, and should not refer to specific earnings figures or ranges that are not reasonable. Recruiting material also must fairly describe the position being offered. (See Article III, Section 35(d)(1) and (d)(2)(H) of the Rules of Fair Practice). If a member firm is subject to one of the re-use filing requirements, or a spot check, as described in Article III, Section 35(c), its recruiting advertisements would have to be filed with the NASD.