

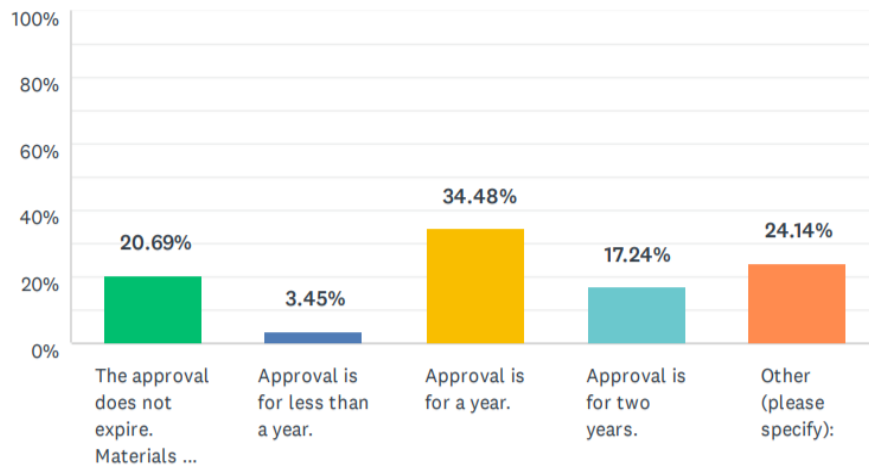
CEFLI Quick Poll

March 2020

Advertising: Approval Period

Q1 When sales materials are reviewed for advertising compliance, how long is an approval valid?

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
The approval does not expire. Materials do not need to be resubmitted in subsequent years.	20.69%	6
Approval is for less than a year.	3.45%	1
Approval is for a year.	34.48%	10
Approval is for two years.	17.24%	5
Other (please specify):	24.14%	7
TOTAL		29

(More on next page.)

Comments for "Other":

18 months

3/9/2020 2:43 PM

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Approvals are given for 0-1 year, 1-2 years, or 2-3 years, depending on materials, intended usage and business need

3/9/2020 1:12 PM

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If it contains a rate- it is 3 months. If it is "standard" advertising- 1 year. If it is non product/sales concept related ex: educational pieces - we will sometimes allow 2 years.

3/9/2020 9:19 AM

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Our Recomply process varies depending upon the type and content of the ad. It varies from one year to unexpired. Unexpired are generally institutional ads which may be updated only most recent financial statistics.

3/9/2020 8:36 AM

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Generally two years, but could be shorter depending on content

3/9/2020 8:31 AM

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Paper based materials are reviewed as they come up for reprint.

3/9/2020 8:28 AM

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typically 18 months, but can vary longer or shorter depending on the content and intended use

3/9/2020 8:25 AM

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