

SHARE ACCOUNT ADVERTISING

QUICK REFERENCE GUIDE

Rate

If stated, must use “APY” (“Annual Percentage Yield” must be used at least once)

Dividend rate may be used in addition to APY but cannot be more conspicuous than APY

If stating APY, also include:

Variable rate information

“Rates may change”

Minimum balance to earn stated APY

“To earn the stated APY, you must maintain a balance of at least \$1,000”

Time APY is offered

“Stated APY is available until August 1, 2003”

“Rates are accurate as of April 1, 2003”

Fees

“Fees associated with this account may reduce earnings”

Certificate Accounts – all of the above and:

Time requirements

“36 month certificate”

Early withdrawal penalties

“Early withdrawal penalties apply”

LOAN ADVERTISING QUICK REFERENCE GUIDE

Closed-end credit

Rate

“APR” or “Annual Percentage Rate”

Triggering terms

Amount of any payment

“Monthly payments less than \$250”

Period of repayment

“30-year mortgage”

Amount of any finance charge

“Less than \$1,200 interest”

If triggering term appears, also include:

Terms of repayment

“48 monthly payments of \$25.00 for each \$1,000 borrowed”

APR

Open-end credit

Rate

“APR” or “Annual Percentage Rate”

If ad includes APR, also include:

Minimum, fixed, transaction, activity charge

Membership/participation fee

Fee to join credit union – NO

Annual fee for credit card – YES

LOAN ADVERTISING

QUICK REFERENCE GUIDE

Home Equity Lines of Credit

Triggering terms

Finance charge

Periodic rate

“We offer home equity loans for only 5.95% APR.”

Statement of when finance charges begin to accrue

“Finance charges will accrue from the date of your first advance.”

Method of determining the balance on which a finance charge may be imposed

“In this home equity plan, we charge interest on your previous balance.”

Method of determining the finance charge

“There is a \$1.00 fee for every advance you make under this plan.”

Any other charges that may be imposed

“No annual fees on our home equity loans.”

If trigger terms appear, also include:

Any loan fee

APR

Maximum APR in variable-rate plan