

Radio or TV Ad Script

Edward Jones: Bag-a-Thon

Length: 15 seconds

This can be used for radio or television

Branch Office Compliance Information

Per firm advertising record-keeping guidelines -- All advertising must be kept. Please write the radio station call sign and frequency as well as the date range the ad will be run on the script. If read with no changes, please scan a copy of the script into your **advertising-preapproved** online file cabinet. If you have changes that have been approved by compliance, please scan a copy of the approval into your **advertising-special approval** online file cabinet. Branch audit will review these files annually.

Changing pre-approved and approved scripted radio ad copy from first-to-third person (or like changes) to accommodate the commercial being read/performed verbatim by someone other than the financial advisor on his/her behalf is pre-approved. Individuals reading/performing pre-approved and approved scripted radio ad copy on behalf on a financial advisor must do so without any direct or implied endorsement.

15 seconds

Hi, I'm (name), inviting you to join the Edward Jones Financial Advisors of **(Southern Arizona || Greater Phoenix and Northern Arizona || Southside Virginia)** for our Bag-a-Thon food drive.

Drop off a bag of canned goods ("**on date or dates**" or "**now through date**") at your local Edward Jones branch. Visit www-dot-Edward Jones-dot-com Forward Slash bag-a-thon for more information.

(Note: For reference, the website is www.edwardjones.com/BAGaTHON.)

Radio or TV Ad Script

Edward Jones: Bag-a-Thon

Length: 30 seconds

This can be used for radio or television

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30 seconds

One in six American households struggles to put food on the family table. But you can change those odds and help end hunger ... one bag at a time.

Hi, I'm Edward Jones Financial Advisor (**financial advisor name**). Join me and the Edward Jones Financial Advisors of (**Southern Arizona || Greater Phoenix and Northern Arizona || Southside Virginia**) for the Bag-a-Thon food drive.

Drop off a bag of canned goods ("**on date or dates**" or "**now through date**") at your local Edward Jones branch. Your donation will assist local food pantries helping friends and neighbors in need in our community.

For drop-off locations, visit www-DOT-Edward-Jones-DOT-com FORWARD SLASH bag-a-thon.

(Note: For reference, the website is www.edwardjones.com/BAGaTHON.)