



KANSAS BANKERS  
ASSOCIATION

## 2026 DEPOSIT AND LENDING ADVERTISING BASICS

April 30, 2026 - VIRTUAL

The Basics of Advertising Compliance will orient bankers and marketing personnel to the various laws and regulations that govern deposit and lending advertisements. The webinar will provide an overview of the Truth in Savings Act section on advertising for deposit products, the FDIC's rules for use of its logo in advertising, as well as the Truth in Lending sections on advertising for lending products, and requirements related to the use of NMLS numbers.

**WHO SHOULD ATTEND:** Marketing personnel, compliance personnel, anyone involved in creating bank advertising or products.



EDUCATION & CONFERENCES  
785-232-3444 | [KSBankers.com](http://KSBankers.com)



### KERRY CLARK, JD - AVP - PUBLICATIONS EDITOR/STAFF ATTORNEY

Kerry is a 2021 graduate of Washburn University School of Law and has been a member of the KBA legal department since 2019. Prior to attending law school, Kerry worked in marketing for several years, so she has an appreciation for the balance banks need to strike between attention grabbing advertisements and compliance with laws and regulations.

### TRAINING TOPICS:

- » Overview of deposit and lending advertising compliance requirements
- » Truth in Savings Act (TISA) rules for deposit product advertising
- » Truth in Lending Act (TILA) requirements and use of trigger terms
- » FDIC official sign and logo use in advertising
- » NMLS number requirements for lending ads
- » Common advertising pitfalls and best-practice compliance tips

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## Program Agenda

9:30 - 10:30 a.m.

ASSET SIZE	LIVE	ONDEMAND	BOTH
\$25 mil & under	\$100	\$125	\$150
\$26 mil - \$100 mil	\$200	\$225	\$250
\$101 mil - \$250 mil	\$300	\$325	\$350
\$251 mil - \$400 mil	\$400	\$425	\$450
\$401 mil - \$750 mil	\$500	\$525	\$550
\$751 mil - \$1 bil	\$600	\$625	\$650
Over \$1 billion	\$700	\$725	\$750
Strategic Partners	\$500	\$525	\$550
Non-members	\$1,400	\$1,450	\$1,500

All participants will receive a 30-day playback of the program.

We understand circumstances arise requiring cancellation. Cancel up to five business days before the program and your registration will be refunded. There is no limit to the number of employees that can attend the virtual session from your institution. If you have more than two attending, please email [education@ksbankers.com](mailto:education@ksbankers.com).

Name: \_\_\_\_\_

Bank Location: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

Bank Location: \_\_\_\_\_ E-mail: \_\_\_\_\_

Bank: \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_ Total Attending: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Three ways to register:

1. Complete and mail the registration form with a check.
2. Email the registration form to [education@ksbankers.com](mailto:education@ksbankers.com), followed by payment via check by mail or credit card over the phone.
3. Register online using a credit card at [www.ksbankers.com](http://www.ksbankers.com).