

Ad Copy for Short Ads

Compliance Information

These ads are compliance-approved for use with, or distribution to, the public. These ads can be updated at anytime, you must check the list to make sure that the ad is still compliance-approved or has not been revised. If the ad has been revised (or deleted), you must immediately take the appropriate steps to make sure your use of the ad is compliant (this includes, but is not limited to, uses on athletic venue signage, billboards, park bench signage, message boards). All ads must be used as presented in AdBuilder. Material changes to ads must go through the pre-approval process. For more information about this process, see JonesLink > Marketing > Advertising Approval (Page ID: WEB126405).

All ads must include **"Member —Canadian Investor Protection Fund"**. Each ad must contain contact information (address and/or phone number). Ads may not be used in a mix and match format as it distorts the message. Each ad must contain contact information (address and/or phone number).

Record Keeping Information:

Branch offices should review the firm's record keeping requirements found on JonesLink > Running Your Office > Compliance > Rules and Policies – Details and Instructions (Page ID: WEB090275).

Ad Copy For Short Ads by Category

Community and Charitable Support (for use in school, theatre, concert and event programs)

- Be moved. Be inspired. Be uplifted. Congratulations to all the artists.
- Congratulations on your outstanding achievement! Wishing you all the best in the future.
- Edward Jones is proud to support [name of school or group].
- Enjoy the concert.
- Enjoy the play.
- Enjoy the spotlight at Edward Jones. Our focus is you.
- Go [sports team name]. We're with you all the way.
- Thank you for supporting [our local school supply drive, our local food drive, the Toys for Tots drive, Race for the Cure, etc.].
- We support the [name of school or group].
- Wishing you the very best on your graduation day and beyond. Congratulations!

Education Funding

- RESPs for your kids and grandkids
- Ask about a Registered Education Savings Plan.

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- Planning to send your kids to university? We can help.
- Graduation is no time to learn you haven't saved enough for university.
- How much will your child's education cost? Let's talk.
- Need help paying for university? Let's talk.

Equities and Research

- Invest in companies you know.
- Complimentary stock list and performance reports
- Stock owners: Make better decisions with better information.
- Is a stock you own in the news? Let's talk.
- Looking for direction in today's market? Let's talk.
- Keep a level head in an up-and-down market.
- You can't control the market, but you can control your decisions.

Financial Assessment and Review

- Complimentary portfolio review
- Complimentary investment review
- Schedule a complimentary portfolio review.
- Knowing which investments to own starts with knowing your goals.
- Does your financial advisor know your financial goals? If not, let's talk.
- Make your financial future a priority. Schedule a complimentary review.
- Complimentary financial review.

Fixed Income

- Government of Canada bonds sold here
- Invest in Canada's best.
- GIC rates: Check us out.
- GIC coming due? Compare our rates.
- GIC rates too low? Let's talk.
- If you've never thought to call Edward Jones when your GICs mature, think again.
- If low interest rates are getting you down, let's talk.
- Earning enough on your savings? If not, let's talk.

Miscellaneous

- We can help you simplify your finances.
- Stay invested and meet your short-term cash needs.
- We can help make sense of investing.
- Questions about investing? We can help.
- The investments you need. The service you deserve.
- Our thoughts are with the brave men and women serving our country.

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- Congratulations newlyweds. Let's talk about building a solid financial future.
- Congratulations graduates. Let's talk about building a solid financial future.
- Happy Canada Day
- Happy Birthday [Community Name]
- Happy Remembrance Day
- Happy New Year
- Happy Holidays
- Season's Greetings
- Financial strategies with one-on-one advice
- Financial solutions come with a smile and a handshake.
- Finding solutions for your financial needs
- Looking for direction in this volatile market? Let's talk.
- Need directions to your financial destination?
- Our clients' interests come first.
- Solutions for your financial needs are around the corner.
- When it comes to your investments, self-service is no service.
- Working together for your financial future
- You talk. We listen. In person.
- You're ready to fight inflation. Will your investment rise to the occasion?
- You've worked hard for your money. Now make it work hard for you. Let's talk.

Retirement - Individual

- All RRSPs may look the same. Until you retire.
- Confused by your RRSP choices? We can help.
- Have RRSP questions? Let's talk.
- Is your RRSP working as hard as it should?
- Keep your retirement dollars working for you.
- RRSP transfers made easy
- RRSP: Have you made your [date] contribution yet?
- What's the best strategy for your RRSP?
- Retirement planning: Don't wait until the last minute.
- Transferring your RRSP is easier than you may think.
- Want more choices for your RRSP?
- Don't just think about retirement. Plan for it.
- Getting a severance package? Know your options.
- Complimentary checkup for your retirement plan
- Dreaming up the ideal retirement is your job. Helping you get there is ours.
- Complimentary retirement plan review
- Have TFSA questions? Let's talk.

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- Explore your investment choices in your TFSA.
- How much will you need to retire? Let's talk.
- Need help with your retirement savings? Let's talk.
- Retiring soon? Let's talk.
- Schedule a complimentary retirement review.
- Unsure whether you can retire? Let's talk.
- You can be ready to retire or not. Ready is better.
- Retired? Let us help with your income needs.
- When you retire, we can help you miss the job more than the paycheck.
- Worried about outliving your retirement savings? We can help.
- We can help you stay ahead of inflation.

Seminars/Events

- Financial Workshop — Your source for financial education
- Complimentary investment seminars
- Investment classes starting soon
- Your resource for financial education
- Financial workshop for individual investors
- Complimentary investment seminars
- Call for our upcoming seminar schedule.

Systematic Investing

- Start investing now with as little as \$25.