



*Advertising Regulation Electronic Files (AREF) System
Navigation Guide*

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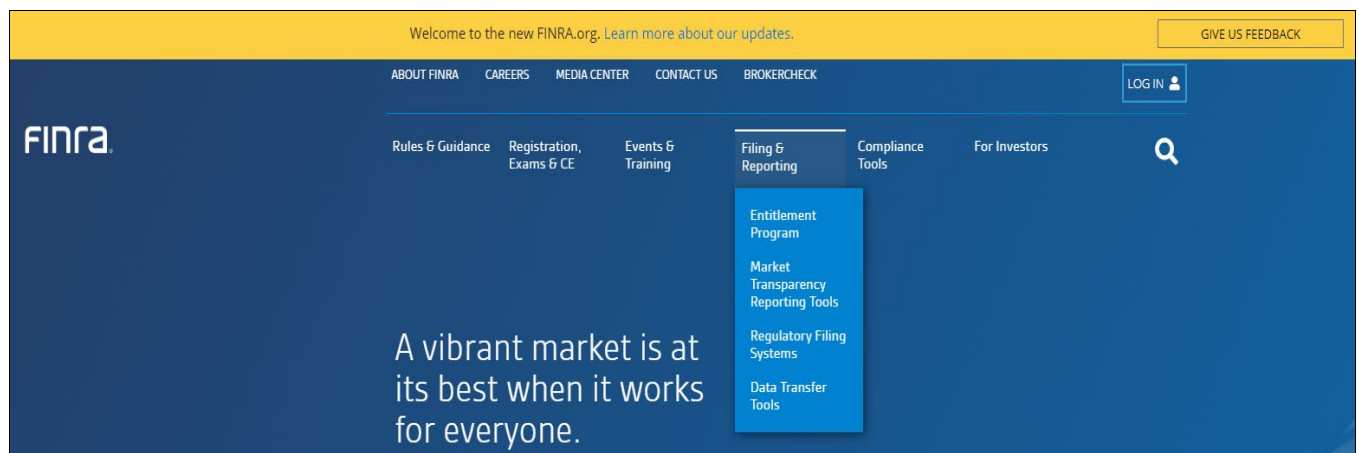
Overview of the Advertising Regulation Electronic Files (AREF) System

- AREF, accessed through FINRA Gateway Compliance Portal Dashboard. Within the FINRA Dashboard Links section, select the Advertising-Ad Reg link, which allows FINRA-regulated firms to submit information to be reviewed by the FINRA Advertising Regulation Department and to receive FINRA review letters.
- In AREF users can:
 - submit filings/New Communications with the public;
 - view and save communications sent by FINRA’s Advertising Regulation Department to their firm; and
 - search AREF to view and save archived letters.
- AREF users must obtain a user ID and password from their firm’s Super Account Administrator (SAA).

Getting Started – “Entitlement”

Super Account Administrator – may grant access to the AREF system to anyone at your firm. For more information on FINRA’s SAA Entitlement Program go to FINRA.org:

- Hover “**Filing & Reporting**”
- Click “**Entitlement Program**”



For entitlement questions, contact the Gateway Call Center: **(301) 869-6699**

Notes



Access to the Advertising Fee Statement tab is a separate entitlement. This tab will only appear on the AREF Home page if the user has been granted access by the Firm’s SAA.

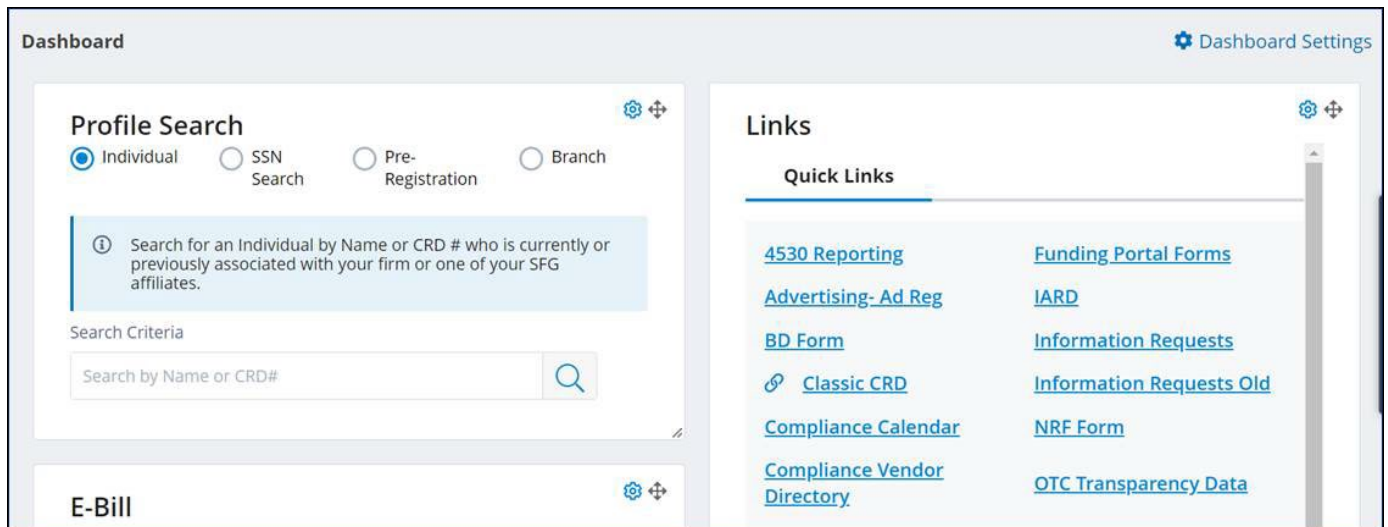
AREF Users — (Once Entitlement to AREF has been granted):

- Go to finra.org, click “Log In”, Select “Firm Gateway For Member Firms” and click on the Blue Log In button at the bottom of the screen.

A screenshot of the FINRA Gateway login form. The form is titled 'Log In' and 'Single Sign-On (SSO)'. It includes a 'Welcome to FINRA Gateway' message. Below this, there are input fields for 'User ID' and 'Password'. The 'User ID' field has a placeholder text 'Enter User ID here (ex.: jdoe12)'. The 'Password' field has a placeholder text 'Enter password here'. There is a 'View Password' link with an eye icon. Below the password field, there is a checkbox for 'Remember Me' and a 'Log In' button. At the bottom, there is a link for 'Forgot User ID or Password?'. The form is set against a dark blue background with the FINRA logo at the top.

- Enter your UserID.
- Enter your **Password** and click the **Accept and Continue** button.

The FINRA Dashboard screen will appear.

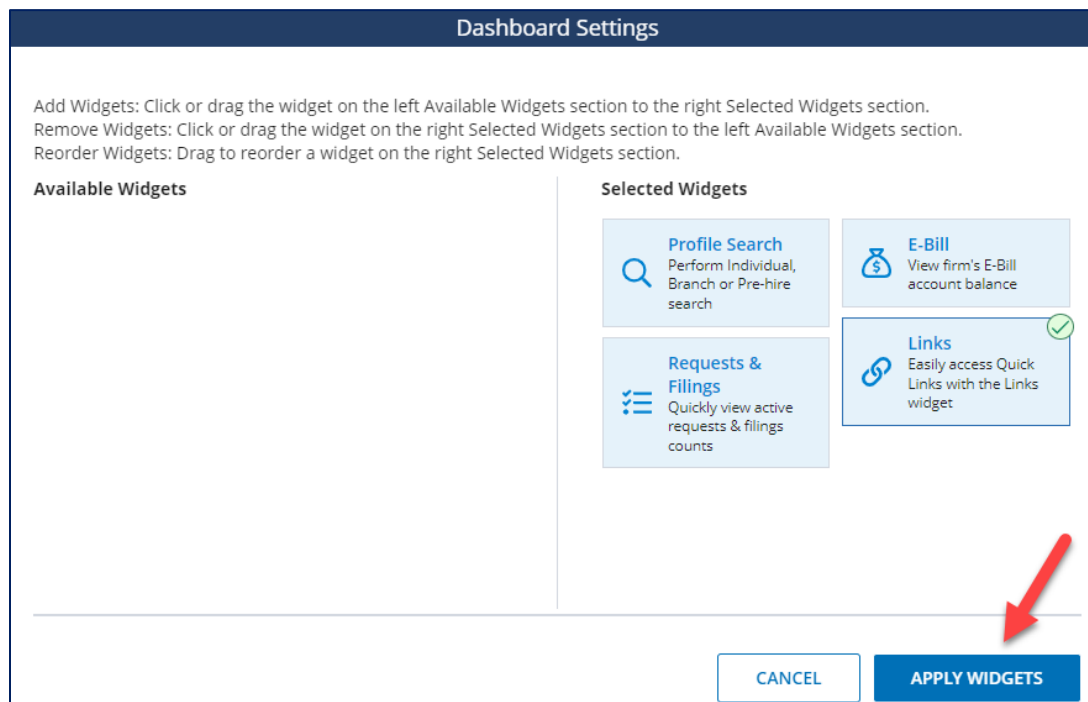


[Adding 'Advertising-AdReg' to Dashboard Quick Links](#)

- Click on “**Dashboard Settings**” in upper right corner of screen.

(If you have entitlement to AREF as well as other FINRA system links, you will see a “Links” item listed under “Available Widgets”.

- Select “**Links**” and click on “**Apply Widget**” button.



Now, you are able to click “**Advertising-Ad Reg**” and utilize the AREF system via **Firm Gateway**.

The AREF Home Page

Below is a quick summary of the tasks you can initiate from the AREF Home Page:

1. Contact FINRA/AdReg for questions or help; or download user instructions.
2. Contact information of firm's AdReg assigned analyst
3. Review your registration information.
4. Initiate a key task:
 - a. Complete [Registration Information](#).
 - b. Start a filing using the [New Communication Form](#).
 - c. View your [Fee Statement](#) for the current and prior month.
5. Review existing Drafts, Submitted filings, Copy a submitted filing and View History.
6. [Search Documents](#).

Advertising Regulation Electronic Files (AREF)

QUESTIONS?

INSTRUCTIONS:

ADDITIONAL RESOURCE:

Advertising Regulation Department (240) 386-4500
FINRA_ADV@FINRA.ORG

AREF Navigation Guide

Advertising Regulation Contact:
Evan Spevak
(240) 386-4500
dl-webadvdev@finra.org

BrokerCheck

REGISTRATION INFORMATION:

Suprina Hicks
9509 Key West Avenue
Rockville, MD - 20850
Ph: 240-386-4537 Fax: 240-386-4568

Need to update your information? Click on "Registration Information"

4

6

5

SET READLINE/HEAD

NEW COMMUNICATION

REGISTRATION INFORMATION

FEE STATEMENT

Document Search

Click [here](#) for help with search.

	FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT				
☐	6024582	Draft	Draft								Delete	
☐	6230300	Pending	FR2022-0831-0086/B			JKFMYVR OVXVMNX				Add	Copy	View History
☐	6230043	Pending	FR2022-0830-0092/B			JKFMYVR OVXVMNX				Add	Copy	View History
☐	6229987	Pending	FR2022-0829-0246/B			JKFMYVR OVXVMNX				Add	Copy	View History

Registration Information

Notes



You will need to complete your Registration Information Screen before you will be able to submit a **New Communication** or view previously submitted material.

You will not see the “**New Communication**” tab until you have completed your Registration Information via the New Communication tab on the AREF Home page.

Click on the “**Registration Information**” tab in order to complete or update your registration:

Advertising Regulation Electronic Files (AREF)

QUESTIONS?

Advertising Regulation Department (240) 386-4500
FINRA_ADV@FINRA.ORG

INSTRUCTIONS:

[AREF Navigation Guide](#)

REGISTRATION INFORMATION:

Please click "Registration Information" to set contact information.

Document Search

REGISTRATION INFORMATION

FEE STATEMENT

Click [here](#) for help with search.

Clear

Search

FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT			
-----------------------------	--------	---------------	------------------	---------	-----------------------------	-------------	-------------------	--	--	--

Complete the Registration Information and then click **“Submit.”**

Registration Information Form

AREF Home

Fields with asterisks (*) are mandatory.

Registration Information

First Name *

Suprina

Last Name *

Hicks

Email Address *

suprina.hicks@finra.org

Street Address *

9509 Key West Avenue

City *

Rockville

State *

Maryland

Zip Code *

Country *

United States

Phone Number *

240-386-4537

Fax Number *

240-3864571

Close

Submit

After you have successfully submitted your registration information, click the **“AREF Home”** link on the top right of the screen to return to the AREF Home page.

Notes



You may update your Registration Information at any time by choosing the Registration Information tab on the AREF home page to edit your contact information.

The **New Communication** tab will become visible once you return to the AREF home page.

Advertising Regulation Electronic Files (AREF)

QUESTIONS?

Advertising Regulation Department (240) 386-4500
FINRA_ADV@FINRA.ORG

INSTRUCTIONS:

[AREF Navigation Guide](#)

REGISTRATION INFORMATION:

FirstName LastName
9509 Key West Avenue
Rockville, MD - 20850
Ph: 240-386-4504 Fax: 240-386-4568

Need to update your information? Click on "Registration Information"

Document Search

Click [here](#) for help with search.

Clear

Search

SET READ/UNREAD

NEW COMMUNICATION

REGISTRATION INFORMATION

FEE STATEMENT

FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF. NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT			
-----------------------------	--------	---------------	-------------------	---------	-----------------------------	-------------	-------------------	--	--	--

Submitting a New Communication

Start by clicking the **New Communication** tab on the AREF Home page:

Advertising Regulation Electronic Files (AREF)

QUESTIONS? Advertising Regulation Department (240) 386-4500
FINRA_ADV@FINRA.ORG

INSTRUCTIONS: [AREF Navigation Guide](#)

ADDITIONAL RESOURCE: [BrokerCheck](#)

REGISTRATION INFORMATION:

Suprina Hicks
9509 Key West Avenue
Rockville, MD - 20850
Ph: 240-386-4537 Fax: 240-3864571

Need to update your information? Click on "Registration Information"

Document Search

Click [here](#) for help with search.

NEW COMMUNICATION **REGISTRATION INFORMATION** **FEE STATEMENT**

FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT
-----------------------------	--------	---------------	------------------	---------	-----------------------------	-------------	-------------------

You will be asked to select a Date of First Use and then choose **"Create Draft"**

New Communication

Select Date of First Use

Date selection is final and cannot be modified.

To change this date you will need to delete the draft form and start a new one.

CREATE DRAFT **CANCEL**



Use the calendar widget to select your Date of First Use.

Notes



If you need to change your Date of First Use, you will need to delete the New Communication *Draft* you've started and create a new one.

You ***will not*** be able to change the Date of First Use once the New Communication form has been submitted.

New Communication Form

Once you click “Create Draft,” you will land on the New Communication Form:

New Communication Form

[AREF Home](#) | [Help](#)

Filing ID: 6633914

Date of First Use: 09/15/2022

Reference Number: Draft

Estimated Fee: 0

Fields with asterisks (*) are mandatory.

General

Review Type *

☐ Regular

☐ Expedited

Waiting for Review Letter *

☐ Yes

☐ No

Piece Title *

If available, please provide the name or symbol for the security offered

You have 160 character(s) left.

Number of pages/size: (e.g. 13)

Type

Limit: 1 file(s).

Choose Files

No file chosen

Attach your communication file *

Enter an explanation of how the communication will be used, or how it relates to any similar filings

You have 31500 character(s) left.

Enter the FINRA Reference Number when there is a similar or related Filing

Validate

Please click "Validate" to confirm the related FINRA reference number. Correct format: 'FR9999-9999-9999' or 'FX9999-9999-9999'.

Preceded or accompanied by prospectus *

☐ Yes

☐ No

Firm External Reference #

Main Contact to be Addressed *

Joyce Gregory

Delivery Method *

Rule Definition *

[Rule Definitions](#)

Product

Select all Products applicable for this communication *

☐ 529 Education Funding Plans (529PLANS)

☐ Business Development Company (BDC)

☐ Certificates of Deposit (CDS)

☐ Closed-End Mutual Fund (CLOSED)

☐ Collateralized Mortgage Obligation (CMO)

☐ Corporate Bonds (BONDS)

☐ Day Trading (DAYTRADE)

☐ Direct Participation Program (DPP)

☐ Discount Brokerage (DISCOUNT)

☐ Exchange Traded Fund (ETF)

☐ Fixed Insurance (FIXEDINS)

☐ General Business (GENERAL)

☐ Government Securities (GOVT)

☐ Hedge Funds (HEDGEFUN)

☐ Municipal Securities (MUNI)

☐ Note Offerings (NOTES)

☐ Open-End Mutual Fund (MUTUALS)

☐ Options (OPTIONS)

☐ Other (OTHER)

☐ Private Placements (PRIVPLMT)

☐ Real Estate Investment Trusts (REITS)

☐ Security Futures (SFUTURES)

☐ Stocks (STOCKS)

☐ Structured Products (STRUCPRD)

☐ Unit Investment Trust (UIT)

☐ Variable Annuity (VA)

☐ Variable Life Insurance (VLI)

Registered Principal

Information Regarding the Registered Principal who Approved the Communication

Principal CRD ID *

Validate

Please click "Validate" to validate Principal CRD ID.

Full Name

Title *

Date of Approval *

Registered Representative

CRD ID

First Name

Last Name

Add Representative

Delete All

0 Row(s)

Additional Information / FINRA Communications

Add any other additional information. e.g. Company performance ranking, FINRA Communications

Created

From

Type

Addressee

File

Add Attachment

Delete All

0 Row(s)

Close

Save as Draft

Print Preview

Submit

The AREF form allows you to create and save a Draft of your “New Communication” prior to submitting to FINRA.

8

The New Communication Form - Overview

The New Communication Form has five sections, which need to be completed before submitting the form.

After completing the form, you may [Save as Draft](#) or perform a [Print Preview](#) in addition to clicking [Submit](#):



- **Save as Draft** will save the form and allow you to re-open it from the AREF home page and complete at a later date before submitting to FINRA.
- **Print Preview** will open a printer-friendly preview of the form in a separate browser. You can right-click on that view to use your browser settings to print a copy.
- **Submit** will upload your completed form and:
 - assign the communication a reference number; and
 - provide an estimated fee amount for the filing review.
- **Close** will return you to the AREF home page.

Notes



See the following five sub-headings in this guide for details about each section on the **New Communication Form**:

- [General](#)
- [Product](#)
- [Registered Principal](#)
- [Registered Representative](#)
- [Additional Information/FINRA Communications](#)

New Communication Form: General

The General section of the New Communication Form requests much of the key information about the piece being submitted for FINRA review.

General

Review Type * ☐ Regular ☐ Expedited

Waiting for Review Letter * ☐ Yes ☐ No

Piece Title *
If available, please provide the name or symbol for the security offered

You have 160 character(s) left.

Pages/Size to be reviewed *
Number of pages/size. (e.g. 13) Type

Attach your communication file *
Limit: 1 file(s).
Choose Files No file chosen

Enter an explanation of how the communication will be used, or how it relates to any similar filings

You have 31500 character(s) left.

Enter the FINRA Reference Number when there is a similar or related Filing

Please click "Validate" to confirm the related FINRA reference number. Correct format: 'FR9999-9999-9999' or 'FX9999-9999-9999'.

Validate

Preceded or accompanied by prospectus * ☐ Yes ☐ No

Firm External Reference #

Main Contact to be Addressed *
Joyce Gregory

Delivery Method *

Rule Definition *
[Rule Definitions](#)

1. **Review Type** – Choose **Regular** or request **Expedited**.
2. **Waiting for Review Letter** – Choose **Yes** or **No**
3. **Piece Title** – Enter the title of the piece, using 160 or fewer characters.
4. **Pages/Size to be Reviewed** – You may specify minutes or pages in the Review Type drop-down.
5. **Attach your communication file:**
 - See [Appendix A](#) for accepted file types.
 - File size limit is now 1.75 GB.
6. **Explanation of how the communication will be used** – Complete this optional field as needed with 4,000 characters or less.
7. **Enter the FINRA Reference Number** – Enter the reference number of a similar or related filing and click the “Validate” button.
8. **Preceded or Accompanied by Prospectus** – Choose **Yes** or **No**
9. **Firm External Reference #** - If applicable, enter your firm’s own tracking number.
10. **Main Contact** – Choose from the drop down.
11. **Delivery Method** - Choose from the drop down.
12. **Rule Definition** - Choose from the drop down.
 - Click on the “[Rule Definitions](#)” hyperlink to view more details for each Rule Definition.

New Communication Form: Product

The Product section requires you to select products that are applicable for the communication.

Product

Select all Products applicable for this communication *

☐ 529 Education Funding Plans (529PLANS)	☐ Business Development Company (BDC)	☐ Certificates of Deposit (CDS)
☐ Closed-End Mutual Fund (CLOSED)	☐ Collateralized Mortgage Obligation (CMO)	☐ Corporate Bonds (BONDS)
☐ Day Trading (DAYTRADE)	☐ Direct Participation Program (DPP)	☐ Discount Brokerage (DISCOUNT)
☐ Exchange Traded Fund (ETF)	☐ Fixed Insurance (FIXEDINS)	☐ General Business (GENERAL)
☐ Government Securities (GOVT)	☐ Hedge Funds (HEDGEFUN)	☐ Municipal Securities (MUNI)
☐ Note Offerings (NOTES)	☐ Open-End Mutual Fund (MUTUALS)	☐ Options (OPTIONS)
☐ Other (OTHER)	☐ Private Placements (PRIVPLMT)	☐ Real Estate Investment Trusts (REITS)
☐ Security Futures (SFUTURES)	☐ Stocks (STOCKS)	☐ Structured Products (STRUCPRD)
☐ Unit Investment Trust (UIT)	☐ Variable Annuity (VA)	☐ Variable Life Insurance (VLI)

Notes



Please be sure to select all products relevant to the communication.

New Communication Form: Registered Principal

Please enter the Principal CRD ID for the Registered Principal who approved the communication and click **Validate**.

Registered Principal

Information Regarding the Registered Principal who Approved the Communication

Principal CRD ID *

Validate

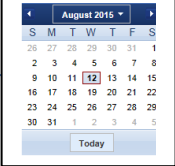
Please click "Validate" to validate Principal CRD ID.

Full Name

Title *

Date of Approval *





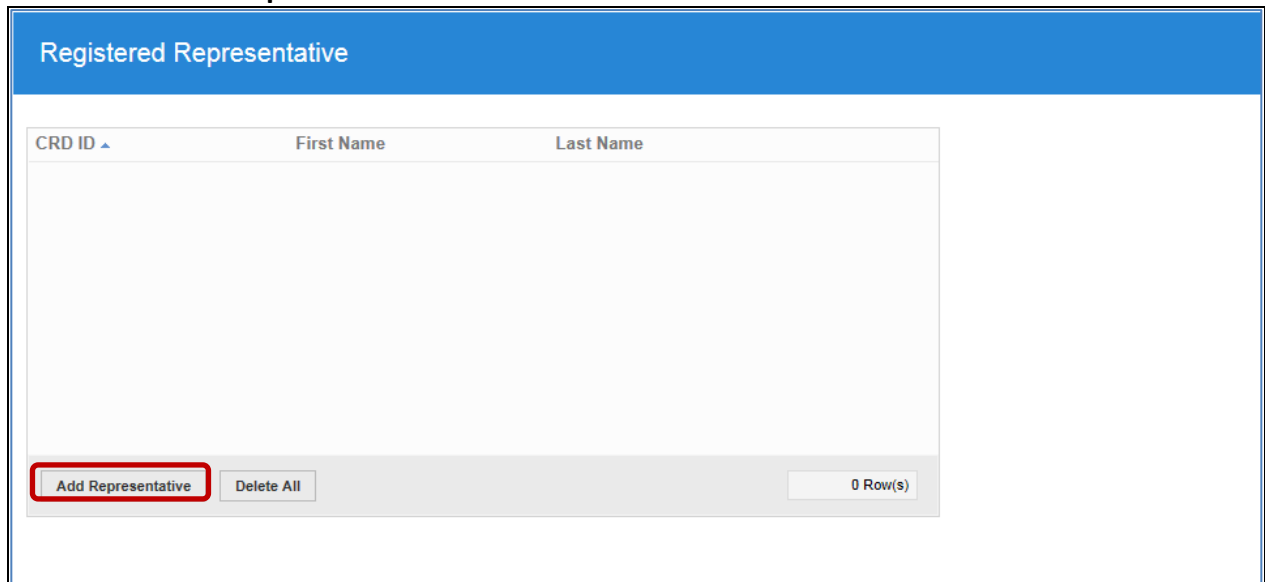
Notes:



- **Principal CRD ID** – After clicking Validate, the system will automatically populate the full name.
- **Title** – Enter the title of the Registered Principal.
- **Date of Approval** – Type in the Date of Approval or use the calendar widget.

New Communication Form: Registered Representative

To add any Registered Representatives who are related to or named in this communication, first choose the “**Add Representative**” button at the bottom of this section:



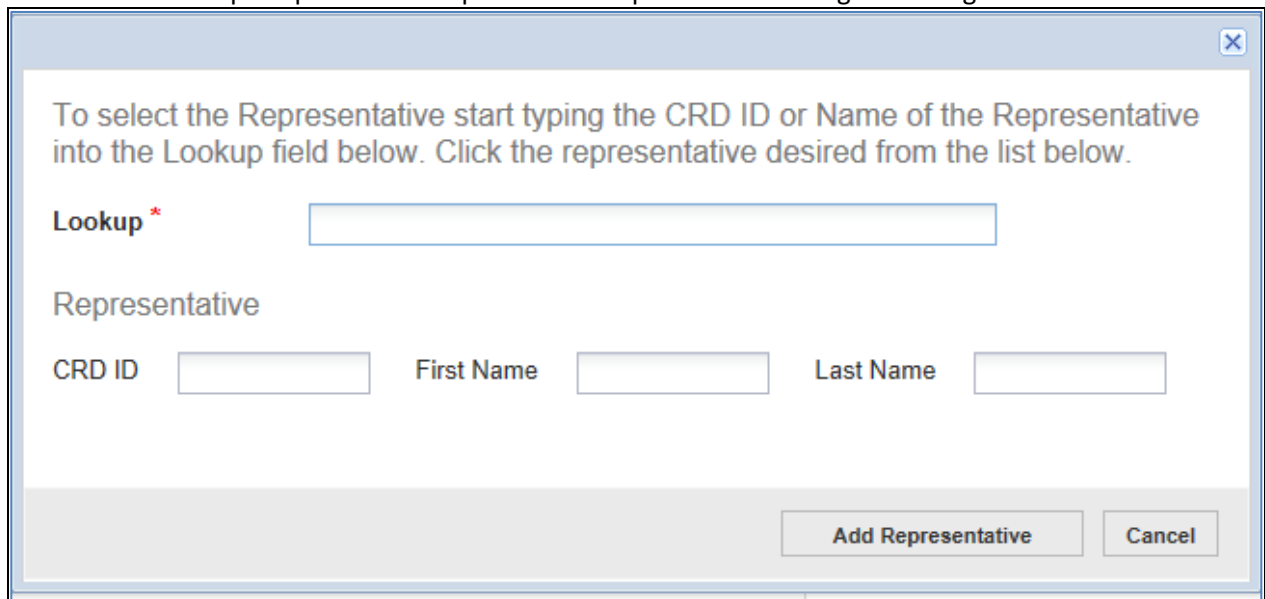
The screenshot shows a section titled "Registered Representative" with a blue header. Below the header is a table with columns "CRD ID", "First Name", and "Last Name". The table is currently empty. At the bottom of the table, there are two buttons: "Add Representative" (highlighted with a red box) and "Delete All". To the right of these buttons, it says "0 Row(s)".

Notes:



- You may delete individual Registered Representatives by choosing the **Delete** button on the right of their name.
- You may use the **Delete All** button to remove all Registered Representatives.

You will then be prompted to look up and add a representative using the dialog box below:



The screenshot shows a dialog box titled "Representative Lookup". It contains the following text: "To select the Representative start typing the CRD ID or Name of the Representative into the Lookup field below. Click the representative desired from the list below." Below this text is a "Lookup*" field. Underneath the field is the label "Representative". Below the label are three input fields: "CRD ID", "First Name", and "Last Name". At the bottom right of the dialog box are two buttons: "Add Representative" and "Cancel".

Notes:



- Once you choose a Registered Representative from the Lookup, the system will automatically populate their CRD ID, first name and last name.

New Communication Form: Additional Information/FINRA Communications

This section has two purposes during the lifecycle of the filing:

1. To upload and include any additional information that is necessary for the filing both at creation and after the submission.
2. To view and retrieve FINRA communications about this submission.

To upload additional information, click the “**Add Attachment**” button at the bottom left of this section:

Additional Information / FINRA Communications

Add any other additional information. e.g. Company performance ranking, FINRA Communications

Created ▲	From	Type	Addressee	File
-----------	------	------	-----------	------

Add Attachment

Delete All

0 Row(s)

Next, you will be prompted to upload the **Attachment**, select the appropriate **Purpose**, and include **Notes**, if needed:

To upload additional information, attach your file, choose the Purpose of Additional Information, and any additional Notes as needed. Then click 'Add Attachment'.

Attachment * Limit: 1 file(s).

Purpose of Additional Information *

Notes

You have 4000 character(s) left.

Notes:



- The “**Purpose of Additional Information**” dropdown has the following choices:
 - Cover Letter
 - FINRA Requested Info
 - Performance Ranking of an Investment Company
 - Prospectus or other Offering Document
 - Response to FINRA Review Letter
 - Supporting Documentation

Finally, click “**Add Attachment**” to add this file to the Additional Information/FINRA Communications grid.

Checking the Status of a Submission

The list of filings on the AREF home page has eight columns that can be filtered:

Document Search							
1 FILING ID / VIEW DETAILS	2 STATUS	3 REFERENCE NO.	4 EXTERNAL REF NO.	5 SENT IN	6 COMMENT LETTER ADDRESSEE	7 SENT OUT	8 OVERALL RESULT
☐ 6024582	Draft	Draft					
☐ 6232502	Pending	FR2022-0927-0089/B	50characterFirmExternalRefNumber022		JKFMYR O'XVXNIX		
☐ 6232457	Pending	FR2022-0927-0087/B	50characterFirmExternalRefNumber022		JKFMYR O'XVXNIX		
☐ 6232351	Pending	FR2022-0926-0256/B	50characterFirmExternalRefNumber022		JKFMYR O'XVXNIX		
☐ 6232231	Pending	FR2022-0923-0088/B	50characterFirmExternalRefNumber022		JKFMYR O'XVXNIX		
☐ 6232167	Pending	FR2022-0922-0099/B	50characterFirmExternalRefNumber022		JKFMYR O'XVXNIX		
☐ 6232098	Pending	FR2022-0921-0001/B	50characterFirmExternalRefNumber022		JKFMYR O'XVXNIX		

Set Read/Unread

- Ability to bulk change Unread to Read or Read to Unread

1. Filing ID/View Details

- Click to view details for the filing

2. Status

- Displays the status of the filing (Draft, Pending, Read or Unread)

3. Reference No.

- For a Draft filing, this will say 'Draft'; for **Unread** or **Read**, clicking the reference number will open the most recent communication from FINRA.

4. External Ref. No.

- Firm's Internal Tracking Number

5. Sent In

- Displays the date the filing was submitted

6. Comment Letter Addressee

- Displays the name of the person to whom the FINRA Letter is addressed

7. Sent Out

- Displays the date that FINRA sent a response

8. Overall Result

- Displays the overall result for the filing

OVERALL RESULT
Sort Ascending Sort Descending ☐ OK ☐ COMMENT ☐ REVISED ☐ DONTUSE ☐ NOJURIS ☐ NEEDINFO ☐ LIMITED ☐ WITHDRAWN Clear Filter

To filter by a value in a column, simply click on the column heading and choose the desired function:



Notes

- The Filing ID is the unique identifier for each filing created and displayed on the AREF home page, which is used to view details of the submitted filing.
- In contrast, the FINRA Reference Number, is generated when the filing is submitted and remains the tracking number for the filing.
- The Status of the Filing indicates what actions are available:
 - Draft** – has not submitted to FINRA; you can click on the Filing ID to complete and submit.
 - Pending** – submitted to FINRA with no response.
 - Unread** – there is a FINRA response that has not been read.
 - Read** – there is a FINRA response that has been read.

Note: Users can toggle on **Unread** and **Read** to update the status. (Ex. change Unread to Read).



Users can use the **'Set Read/Unread'** column to change multiple statuses of **Unread to Read** at the same time. (You can also change several Read to Unread at the same time)

- To read the latest FINRA response to a filing, click the Reference Number.
- To review all FINRA communications for a filing, click on Filing ID and navigate to the Additional Information / FINRA Communications section.
- When you filter by a value in a column heading, the filter icon (∇) appears at the top of the column heading.
- To clear a filter or sort order, simply click the column heading and choose 'Clear Filter.'

Viewing FINRA Responses

There are two actions that can be taken from the AREF home page to view FINRA responses:

Advertising Regulation Electronic Files (AREF)

QUESTIONS?

Advertising Regulation Department (240) 386-4500
FINRA_ADV@FINRA.ORG

INSTRUCTIONS:

[AREF Navigation Guide](#)

Advertising Regulation Contact:
Evan Spevak
(240) 386-4500
dl-webadvdev@finra.org

ADDITIONAL RESOURCE:

[BrokerCheck](#)

REGISTRATION INFORMATION:

Suprina Hicks
9509 Key West Avenue
Rockville, MD - 20850
Ph: 240-386-4537 Fax: 240-386-4568

Need to update your information? [Click on "Registration Information"](#)

Document Search

Click [here](#) for help with search.

Clear Search

SET READ/UNREADNEW COMMUNICATIONREGISTRATION INFORMATIONFEE STATEMENT

FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT			
6231873	Read	FR2022-0916-0091/E		09/16/2022	Bill Chai			Add	Copy	View History
6231870	Pending	FR2022-0916-0090/E		09/16/2022	Bill Chai	09/16/2022	OK	Add	Copy	View History

To view all FINRA communications, click the Filing ID number under “Filing ID/View Details” column.

- Scroll down to the “Additional Information/FINRA Communications” section to view all FINRA communications:

Additional Information / FINRA Communications

Add any other additional information. e.g. Company performance ranking, FINRA Communications

Created	From	Type	Addressee	File
09/16/2022	FINRA	REVIEW FILING LETTER	Bill Chai	5940420-2022-0916-0091-01

Add InformationDelete All

1 Row(s)

2. To view the most recent FINRA communication, click on the “Reference Number.”

- The Reference Number will be **blue** and underlined when there is a FINRA response.
- When you click on the Reference Number, the FINRA communication document will launch as a PDF File.

Document Search

To use the search, enter the keyword(s) you wish to search in the text entry field and click **Search**:

QUESTIONS? Advertising Regulation Department (240) 386-4500
FINRA_ADV@FINRA.ORG

INSTRUCTIONS: [AREF Navigation Guide](#)

ADDITIONAL RESOURCE: [BrokerCheck](#)

REGISTRATION INFORMATION:

Suprina Hicks
9509 Key West Avenue
Rockville, MD - 20850
Ph: 240-386-4537 Fax: 240-3864571

Need to update your information? Click on "Registration Information"

☐ SET READ/UNREAD

NEW COMMUNICATION

REGISTRATION INFORMATION

FEE STATEMENT

Document Search

Click [here](#) for help with search.

Clear

Search

	FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT		
☐	6633914	Draft	Draft							Delete
☐	4890731	Draft	Draft							Delete

You can perform a wildcard word search using the asterisk (*).

- For example, if you search on *part** your results list will contain documents or attachments with *part*, *parts*, *party*, *partner*, *partnership*, or any other word starting with the letters *p-a-r-t*.
- It is also possible to start the word with an asterisk or use it in the middle of a word.

A string search can be performed using the + sign.

- For instance, if the phrase you are searching for is *average annual returns*, you will need to enter *average+annual+returns* (with no spaces between the words and the + signs). This will list all packets with documents or attachments that contain the phrase *average annual returns*.
- If you search on "*average annual returns*" (with or without the quotation marks), your results will return all packets that contain the word *average* or *annual* or *returns*. The same will occur if you search on *average + annual + returns* (spaces between the words and the + sign).

Click **Clear** to clear your search keyword(s), as well as all filtering and sorting. This will return the full set of filings.



Notes

The Document search allows you to search documents and textual attachments with a single word, a wildcard, or a particular string of characters.

The search will not work if the document submitted was an image.

View Fee Statement

To view your Fee Statement, click the **Fee Statement** button from the AREF Home page:

Advertising Regulation Electronic Files (AREF)

QUESTIONS?

Advertising Regulation Department (240) 386-4500

FINRA_ADV@FINRA.ORG

INSTRUCTIONS:

AREF Navigation Guide

REGISTRATION INFORMATION:

Eamon Bobowski
9509 Key West Avenue
Rockville, MD - 20850
Ph: 240-386-4953 Fax: 240-386-4953

Need to update your information? Click on "Registration Information"

Reminder

You must have entitlement to view your Fee Statement on AREF. If you do not have this entitlement, the Fee Statement tab will not appear on the AREF Home page.

NEW COMMUNICATION

REGISTRATION INFORMATION

FEE STATEMENT

Document Search

Click [here](#) for help with search.

Clear

Search

FILING ID / VIEW DETAILS	STATUS	REFERENCE NO.	EXTERNAL REF NO.	SENT IN	COMMENT LETTER ADDRESSEE	SENT OUT	OVERALL RESULT			
-----------------------------	--------	---------------	------------------	---------	-----------------------------	-------------	-------------------	--	--	--

Once you choose the “**Fee Statement**” button, you will be able to view the current and prior months’ Fee Statements by clicking on the appropriate tab for those months.

Transaction History (as of 09/22/2022)

[AREF Home](#) | [Help](#)

QUESTIONS?

Finance Department: (240) 386-5397

INSTRUCTIONS:

FINRA E-Bill Information

Current Month

Previous Month

September 2022 Transaction

Total Transactions:0

Date	Code	Description	Amount
------	------	-------------	--------

Note: To view older fee statements, you must go to the FINRA E-Bill system via FINRA Firm Gateway. Once you have chosen the desired month, the Fee Statement will display:

18

Transaction History (as of 09/08/2022)

AREF Home

Help

QUESTIONS?

Finance Department: (240) 386-5397

INSTRUCTIONS:

FINRA E-Bill Information

Current Month

Previous Month

August 2022 Transaction

Total Transactions: 1

Date	Code	Description	Amount
08/23/2022	FILE FEE	FR2022-0531-0164-001/E (1Page) Broker-Dealer disclaimer	-125

Notes

When you are finished looking at the Fee Statement, click the **AREF Home** link at the top right of the screen to navigate back to the home page.

Appendix

A. File Formats that can be attached to a Filing

The following formats can be attached and uploaded to AREF:

.wmv	.mov	.wav (Audio)
.aif	.mp3 (Video)	.xlsx
.avi	.pdf	.docx
.mp4 (Video)	.png	.gif
.swf	.ppt	.jpeg
.wpl	.rtf	.jpg
.bmp	.txt	.m4v
.doc	.tif	.xml
.amr	.flac (Audio)	.ogg (Audio)

B. Sample Email Notification upon Registration to AREF:

 Send	From	FINRA_ADV@finra.org
	To	
	Cc	
	Bcc	
Subject		Welcome to Electronic Filing System of FINRA-Advertising
From: Advertising Department E-Mail Service FINRA_ADV@finra.org Sent: Tuesday, August 30, 2022 12:09:28 AM To: John Doe Cc: FINRA Advertising Regulation Welcome to the Advertising Regulation Electronic Filing System. You are now registered to view and save review letters for filings you submitted to the Advertising Regulation Department. You can access current letters as well as archived letters. Please contact the Super Account Administrator at your firm to change access levels to posted review letters. If you wish to contact the Advertising Regulation Department staff, please call (240) 386-4500 or send an e-mail message to FINRA_ADV@FINRA.ORG For Reference: Your Firm BD Number is 123456		

C. Sample Email Notification when there's a new Review Letter on AREF:

 Send	From	FINRA_ADV@finra.org
	To	
	Cc	
	Bcc	
Subject		FR2022-1234-0000-002 for J. Doe at FINRA MEMBER FIRM (123456)
From: Advertising Department E-Mail Service <FINRA_ADV@finra.org> Sent: Wednesday, September 14, 2022 5:04 PM To: John Doe <JDoe@yourfirmemail.com> Subject: FR2022-1234-0000-002 for J. Doe at FINRA MEMBER FIRM (123456) You have a new review letter posted on the Advertising Regulation Electronic Filing System. You can use the system to view and save the current letter or archived letters. Please contact the Super Account Administrator at your firm to change access levels to posted review letters. If you wish to contact the Advertising Regulation Department staff, please call (240) 386-4500 or send an e-mail message to FINRA_ADV@FINRA.org To view letters please access: https://firms.finra.org		

This image shows a full page of blank handwriting practice paper. It features 20 evenly spaced horizontal red lines across the entire width of the page, providing a guide for letter height and placement. The background is a solid off-white color.

BLANK PAGE

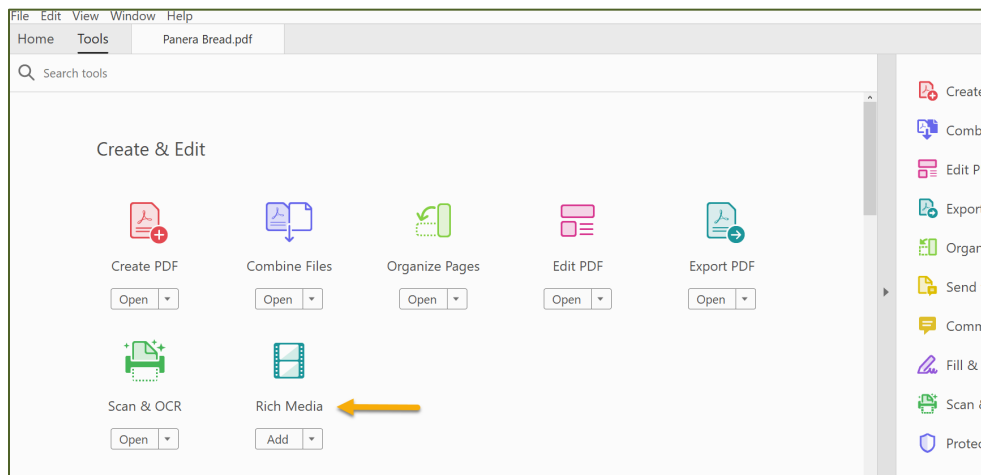
How to embed an Audio or Video file into a PDF Document – Quick Reference Guide (Adobe Acrobat Pro)

System Requirements: Adobe Professional

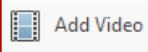
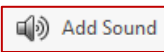
Before you begin, please have:

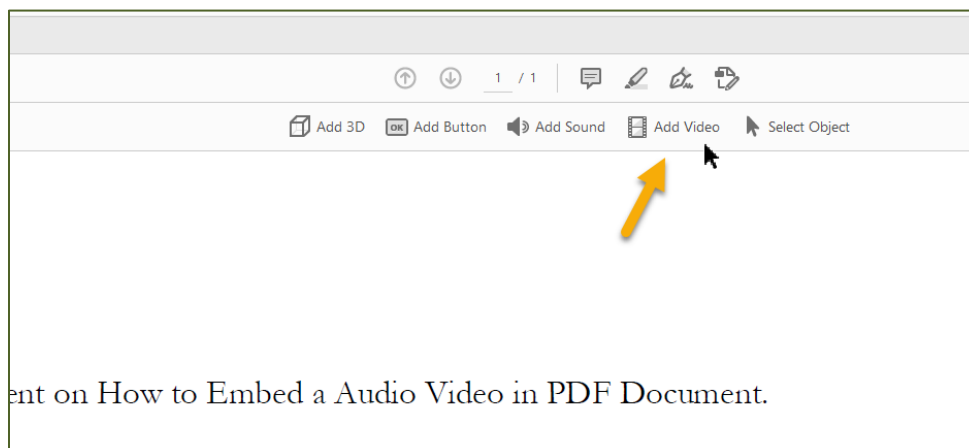
- PDF document
- Audio MP3, MP4, etc. or Video File

1. Create or open a PDF File.
2. Click >**Tools**, Scroll to Select **Rich Media**



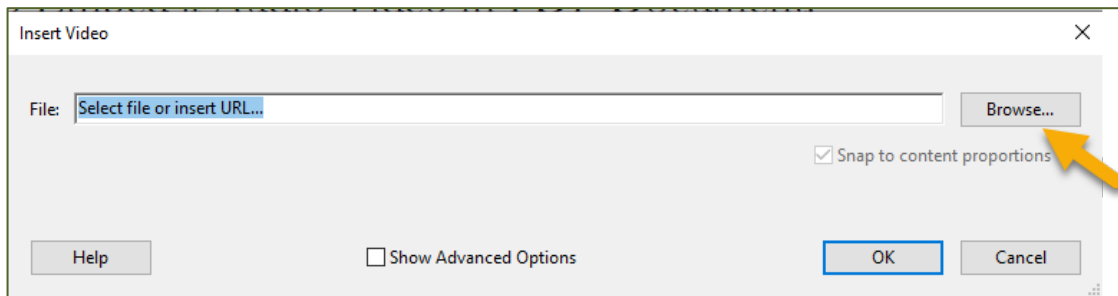
3. Once the **Rich Media** screen appears,

- select “Add Video”  or “Add Sound” 
- The Standard file size for an upload is 1.75KB.



ent on How to Embed a Audio Video in PDF Document.

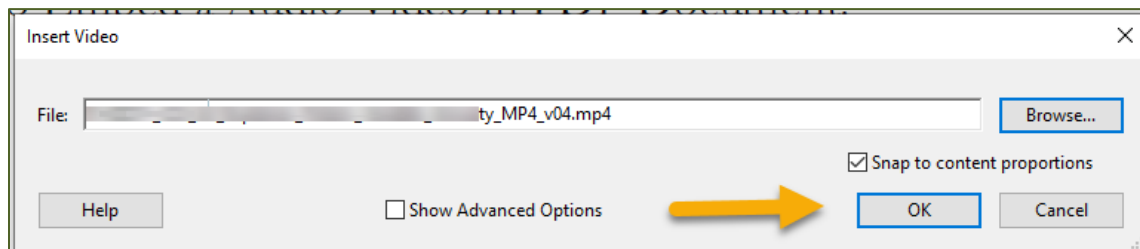
4. Drag your cursor, which becomes a crosshair,  to create a box in the area where you want to insert your audio file.
5. A pop-up box will appear which allows you to browse for your Audio or Video File:



Note: the pop-up will indicate which file type you have selected to embed (Audio or Video)

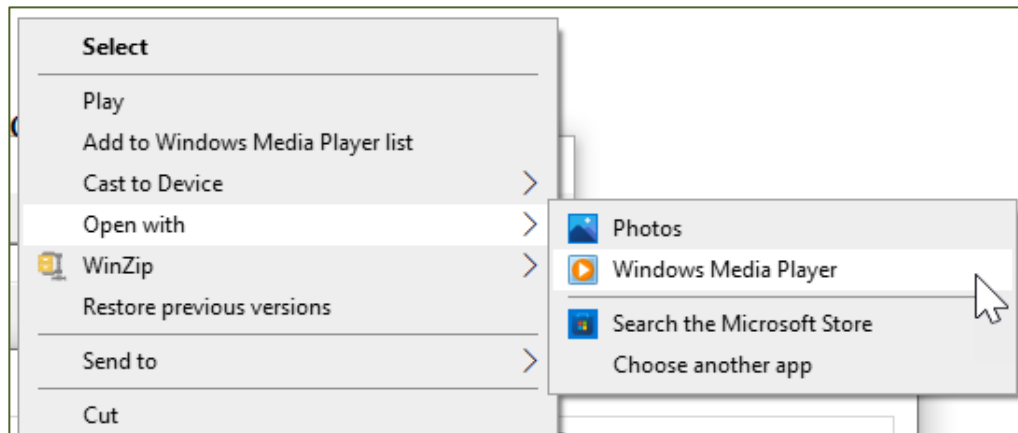
6. Locate where you have saved your MP4 file, select it and click the “Open” button. Your file name will appear in the “File” field.

You will see the following box:



7. Click “OK”

You can also right click the box to view the video by Selecting Open with Windows Media Player.





FINRA Advertising Regulation Batch Submission of Filings, Version 3 (Last updated: December 15, 2021)

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Document location

This document is available on FINRA.org via a link at the bottom of this page:

<http://www.finra.org/industry/advertising-regulation-electronic-files>

Revision History

Date	Editor	Comments
9 September 2016	Clarence Burns	Initial publication of Version 2 document.
15 September 2016	Clarence Burns	Clarifications in the “What you need in order to submit batch filings” section.
6 January 2017	Clarence Burns	Updated to add new XML tags associated with FINRA Regulatory Notice 16-41.
13 February 2017	Nello DeBlasio	Formatting updates and minor text edits.
11 October 2017	Nello DeBlasio	Updated to add new XML tags associated with Website content upload (see FINRA Regulatory Notice 17-31).
11 July 2020	Badar Khokhar	AREF Batch Submission of filings migration to fileX. fileX is FINRA’s centralized and secure file transfer platform. fileX significantly streamlines the process for submitting bulk filings to FINRA, provides additional options for submitting those filings to FINRA, and allows for seamless authentication and authorization.

Description

Through the use of XML meta data files as well as associated documents are transmitted via fileX protocols (SFTP, HTTPS Rest & S3 Direct). Batch Submission enables FINRA member firms to submit a large volume of Advertising filings directly to a secure server and to automate and streamline the submission process.

Firms with a high volume of advertisements (typically around 500 per year or more) may find that batch submission is more efficient than manually submitting pieces to FINRA one at a time using the AREF (Advertising Regulation Electronic Filing) web site.

Implementation steps for firms new to batch submission

Typically, the steps to start using Batch Submission look like the following:

1. Read this document thoroughly;
2. Read the fileX user guide thoroughly; [Click Here for fileX Details](#)
3. Have a preliminary conversation with FINRA;
4. Acquire all necessary accounts and verify connectivity to FINRA;
5. Settle upon an FTP mechanism or FTP client software;
6. Develop XML-constructor software, working through any questions with FINRA;
7. Upload several test filings to FINRA's Customer Test Environment (TEST) and work out any issues with XML formatting and the upload process;
8. Acquire verification from FINRA that the test files were received properly;
9. Begin uploading actual advertisements to FINRA's production servers.

Required contact information

FINRA makes announcements regarding AREF and the Advertising batch submission system. Therefore, please provide contact information for both a technical contact as well as a business contact. It is strongly recommended that this information is kept updated. Please send the contact information to Advertising-Technology@finra.org.

Requirements to submit batch filings

To submit batch filings, the following **five** items are required:

1. Advertisement(s) in a file format acceptable to FINRA
2. Structured metadata in an XML file format,
3. EWS account with entitlements to AREF,
4. SFTP, HTTPS REST, or S3 Direct access to FINRA via fileX,
5. EWS machine to machine(FTP) accounts for Advertising Batch Submissions
 - a) FINRA Test Environment FTP account
 - b) FINRA Production FTP Accounts

Note that the accounts in numbers 3 and 5 are distinct accounts, each with their own username and password.

1. Advertisement(s) in a file format acceptable to FINRA

You must have all files to be submitted, including the advertisements themselves in a file format acceptable to FINRA (PDF, audio-video, and MS Office formats), together with the associated metadata required for submission (e.g., date of first use, name of principal that approved the communication, whether the communication will be preceded or accompanied by a prospectus, etc.).

2. Structured metadata converted to XML file

You will also have to develop a tool to consolidate all structured data (See Appendix A for a full list of data requirements) into a single batch file that conforms to the XML schema definition (See Appendix C). This file must be suffixed by “.mdata” to be processed.

3. EWS account with entitlements to AREF

Access to the vast majority of FINRA systems is controlled by FINRA EWS (Enterprise Web Security) accounts. Typically, users of FINRA systems need only one username and password to access all applications to which they are entitled.

To submit Advertising batch filings, two accounts are needed: one to allow the machine to machine (FTP) communication to transfer the file via fileX, and one web(human) account to access AREF (Advertising Regulation Electronic Filing).

If your firm is currently submitting advertisements electronically to FINRA, then you already have at least one user with entitlements to AREF, and those credentials could be used.

If your firm does not currently submit electronically, you can ask your firm account administrators – the people at your firm who have the rights to create EWS accounts – to create and entitle a new account.

If you cannot determine your account administrators, please call the FINRA Call Center at (800) 321-6273 and select option 1 for entitlements questions. The operator can help you more easily if you know your firm’s CRD number.

4. File Transfer via fileX to FINRA

You will need to determine whether or not your firm has already established access to FINRA’s fileX servers in order to submit other regulatory information. The Regulation Filing Administrator within your firm can provide you with this information. Questions regarding obtaining access to the system can be directed to (800) 321-6273.

Note that while most FTP clients can support the technical requirements of Batch Submission, FINRA does not provide technical support for any client software. Firms need to understand that it is their responsibility to be sufficiently proficient with their applications.

1. HTTPS Rest (port 443), SFTP (port 22), and S3 Direct protocols are supported. Please refer to the fileX user guide for additional information regarding the various supported file transfer protocols;
[Click Here for fileX Details](#)

The SFTP option requires FINRA to open a port on its firewall, tied to a specific source IP address on the customer’s side. This process requires a bit of paperwork and a lead time measured in weeks.

5. EWS FTP accounts for Advertising Batch Submissions

Beyond the ability to connect and transmit via fileX to FINRA (described above), you will also need machine to machine(FTP) credentials. These credentials are just for the fileX server and are completely different from the normal FINRA EWS (Enterprise Web Security) credentials that are used for most web-based applications.

You will need a separate account for both the Test and Production environments.

a. FINRA Test Environment FTP Accounts

If your firm does not have an FTP test account, please send an email to Advertising-Technology@finra.org requesting a test FTP account be set up for submitting Advertising Batch Submissions. An account will be provided.

b. FINRA Production FTP Accounts

If your firm does not already have an FTP account, the "FINRA Entitlement Form FILE TRANSFER Applications FTP User" form can be obtained by calling the FINRA Gateway Call Center at (301) 869-6699.

Within Section 4 – Entitlement Privileges, please select the checkbox labeled, “ADV File Transfer” to add or remove entitlements for Advertising File Transfers.

Please note that this form must be signed by one of the following:

- FINRA Account Administrator
- Executive Representative
- Direct Owner
- Indirect Owner
- Executive Officer

Accounts on the production and test FTP servers are not synchronized, so even if you create an account with the same username on both servers, the passwords can be different, and changes to one will not cascade to the other.

Submission and review process: Test environment

The below instructions refer explicitly to FINRA’s **Test Environment**, which is a sandbox offered to firms who are developing automated interfaces to FINRA’s systems, and populates only QC databases on FINRA’s side (not actual production systems).

This test environment should be used by firms to **test** the batch submission process (with help from FINRA), **before using the production system**.

Submissions or other actions in the test environment will have no effect on actual filings by your firm within the production system.

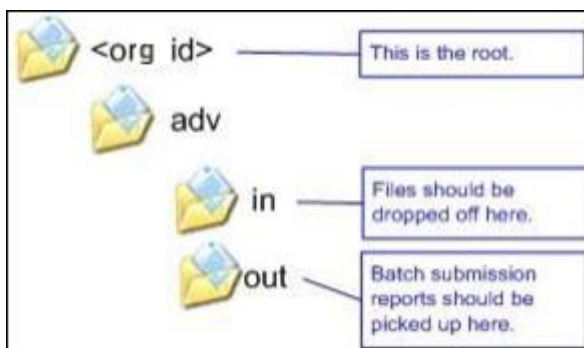
The test environment is not covered by an SLA, and is therefore not guaranteed to be up at all times, particularly evenings and weekends.

The following environment- specific variables are to be used for the test environment:

- AREF Online Test environment is: **<http://firms1.qa.finra.org/firm-gateway>**
- fileX (Lower QA) Test Batch FTP Server: Please view the 'Environment and Connectivity' section of the fileX user guide; [Click Here for fileX Details](#).

To submit the file

- Connect to the FINRA fileX Servers via selected protocol (SFTP,HTTPS REST, or S3 Direct) – refer to appendix F for server.
- Authenticate in with a valid FTP account and password
- Note that the FTP servers will lock out an account after 3 consecutive failed attempts to connect, so verify your username and password carefully if you experience an error.
- The diagram below illustrates FINRA's batch submission folder structure. Note the two child folders: one is used to deposit files ("in") and a different folder is used to retrieve FINRA submission reports ("out"). Change your directory to the adv/in folder.



- For file submissions: **cd adv/in**
- For report & communication retrievals: **cd adv/out**
- For archived file submission: **cd adv/in_arcv**
- Each submission must be accompanied by its own meta-data file. This is being done due to the complexity of tracking more and larger files for multiple communications back to a single meta-data file and still being able to provide accurate timely responses to firms for submissions.
- When uploading files as part of an ADV submission, the meta-data file **MUST** be the **LAST** file uploaded. This file will act as an end of submission marker for FINRA letting us know that all files necessary for the submission have been successfully loaded to FINRA. As the meta-data file validation starts the process, we can be assured that all files identified within the meta-data reside within processing, thus eliminating the need to set aside submissions and wait for files that have not yet arrived at FINRA.
- As a matter of process, we ask that no communication be resubmitted once the meta-data file has been transmitted until the Filing Report has been received by the firm. This ensures that the second submission does

not get rejected as a duplicate submission. This is required to ensure we have proper time to reset the environment with regard to files previously submitted.

- Allow the transfer of the file to complete, then view your transmitted file in the adv/in_arcv directory.

To retrieve the output report files

Batch files will be processed Monday through Friday 0000 – 2300 Eastern Time every 10 minutes. However, due to the acceptance of larger file sizes, there could be some delays during peak transmission times. Once the file processing cycle has started, another cycle will not start until the current cycle finishes. With larger files come higher transfer rates between servers which may cause a few cycle times to exceed 10 minutes.

Files may be sent over to FINRA on non-business days, but will not be processed until the next business day.

After the processing of your filing is complete, the requested filing report formats are placed back into your fileX directory. The first file is a text formatted output report (See Appendix D) called RPT_XXXXX.txt (where XXXXX is the complete filename you uploaded to FINRA). The second file is an XML formatted output report (See Appendix B) called RPT_XXXXX.xml.

We changed the format of the file name of the Filing Report to provide you more information without having to open and parse the report itself. The new Filing Report will have a file name in the format: <mdatafilename>_<UID1>_[FINRA Reference Number | REJETESTD].[TXT | XML]

(examples: <mdatafilename>_<UID1>_FX2014-0404-0148.TXT or
<mdatafilename>_<UID3>_REJETESTD.XML)

We changed the XML schema for the Filing Report to simplify it and allow for better detail reporting of rejected submissions. Where possible we give as an extensive validation as the data submitted allows. The goal is to make completing the submission process as easy as possible. Samples of both the XML and TXT Filing Report formats are provide at the end of this document.

As a matter of general practice, the output file should be available in the “out” folder within one hour from the time the file is uploaded to fileX.

Reminder: the output files are retrieved from the “out” folder, not the “in” folder where the files are dropped off.

- Get your output reports (Example: Get RPT_XXXXX.xml or Get RPT_XXXXX.1)

To review submitted filings

Following the submission, you can review the packets using the AREF online system (refer to the [New System Navigation guide](#)).

Batch Send option for receiving FINRA communications

This option is only available for filings submitted to FINRA via the Batch submission process. Please note that whether a firm uses this option or not, all communications will remain available through AREF.

The Batch Send of FINRA Communication letters is activated on a filing by filing basis via use of the optional 'BatchSendFI' tag. Firm participation of the Batch Send Process must be explicitly declared submitting a filing. If a firm does not supply the XML tag 'BatchSendFI' or supplies a value not = 'Y', then the FINRA communication letters associated with that filing will not be available to the firm via fileX.

The communications will be delivered as PDF files. The Member firm can retrieve the PDF files and process them as is. As multiple communications can be sent referencing the same submission, FINRA recommends that firms' scripts include an explicit removal of the file from the FTP "out" directory on the FINRA FTP server once the document has been retrieved.

The File Name will be the FINRA Reference number (RPT_F[R|X]YYYY-MMDD-NNNN) assigned to the filing at the time it is submitted, followed by a B and a 3-digit number representing the communication sequence number. For released filings, the seq. number will be followed by the 8-character Final Result code. The full file name will look like "RPT_FX2014-0404-0148_B002.PDF" or "RPT_FR2014-04040135_B003_OK.PDF". Values that can appear here are the same values that currently appear in the AREF Cabinet (OK, REVISE, DONOTUSE, etc.).

Submission and review process: Production

The below instructions refer explicitly to FINRA's **production environment**.

Submissions in the Production environment will be treated as actual filings by your firm.

FINRA's test environment mirrors the production environment. So, once you have completed all test processes and are ready to use the production system, the instructions that precede this section remain the same, except for the following environment-specific variables:

- Production AREF Application environment is: <https://firms.finra.org>
- FINRA fileX Batch Server is: Please view the 'Environment and Connectivity' section of the fileX user guide; [Click Here for fileX Details](#).

Troubleshooting and Frequently Asked Questions

I can log into TEST but not production fileX server (or vice versa)

Accounts on the production and TEST(Lower QA) fileX servers are not synchronized, so even if you create an account with the same username on both servers, the passwords can be different, and changes to one will not cascade to the other.

To change the TEST password the administrator (using his or her production account and password must log on to the TEST web site.

“Invalid Submitter user id” (expired user accounts in TEST)

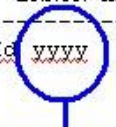
Two sets of credentials are needed to execute a batch submission:

- the FTP account, which allows the file to be transferred, and
- the AREF Website user (FINRA EWS) account, the username of which is embedded in the XML and allows access to the Advertising systems. Prior to using an AREF Website user account within a batch submission, the user must first log in to AREF in Firm Gateway (<https://firms.finra.org/>) and fill out the Registration Information. The batch submission will fail if the account does not have the Registration Information and will display this error.

The second of those accounts (the EWS account) is subject to periodic deletion as part of an occasional refresh of the TEST databases.

If you should be testing in TEST and receive a Batch Submission report with an error message similar to the below message, it is likely that the EWS account, while still valid, has been deleted from the TEST environment:

REJECTED RECORDS				
REL	XTRNL	PIECE	REFERENCE #	
COMM#	REF	TITLE	ERROR MESSAGE	
1	11	Invalid Submitter user id for Org Id	xxxx	yyyy

To correct this, please ensure that you are using the correct account – the EWS account, and not the FTP account.

Invalid XML errors

XML is a standard protocol for representing structured data. This standard allows and disallows various characters. Disallowed characters often have a substitute string that will be translated to that character. For just one example, the special character "&" (ampersand) causes a failure in XML. If you wish to use it literally, you must use "&" for the ampersand character. Please consult the XML standard for more details.

Can a firm use both Batch and online AREF at the same time?

Yes, both batch and online AREF work together. A firm can submit some filings by batch and others online. Filings submitted by batch can be viewed online and online is used to submit subsequent communications if they are not included in the original submission.

Is there an additional cost to submitting filings by batch?

There is no additional cost for filing by batch. Filing charges are the same whether the filing is submitted by batch, by online AREF or by hard-copy.

Can Service Providers batch file on behalf of Member Firms?

Service providers are defined as organizations who are not FINRA Member Firms, but whom have been engaged by FINRA Members Firms to process work on behalf of those firms. The AREF System does not directly support Service Providers and FINRA does not maintain a relationship with Service Providers for purposes of AREF. However, individual Member Firms are free to engage Service Providers to perform work on their behalf.

If a FINRA Member Firm does engage a Service Provider, the Member Firm is responsible for providing all access, including user IDs and passwords, to that Service Provider as indicated in the several sections above. Additionally, the Member Firm remains responsible for all connections and filings the Service Provider makes on behalf of that Member.

If a Service Provider is engaged by more than one Member Firm, each Member Firm must provide the Service Provider with a separate account for each firm.

Getting help

To access important information about AREF, please visit:

[Click Here for AREF Batch Submission Details](#)

To access important information about fileX, please visit:

[Click Here for fileX Details](#)

For questions about the review process and any business requirements, please contact Advertising Regulation at (240) 386-4500.

For technical assistance, please contact the FINRA Call Center at (800) 321-6273, and specify that your issues are with the **“Batch Submission feature for Advertising Regulation”** and whether you are executing in our test or production environment. The call center will route your query to the Technology group that supports Batch Submission.

Appendix A: Field Descriptions Table

XML TAG	Required or Optional	Format	Description	Comments
CommunicationList	Required	N/A	XML File Header tag (Only 1 per file).	
DefnVrsn	Required	String	Schema Definition Version - set to "2" for use with version 2 of schema <u>Valid values:</u> 2	Required if using other than the original version of the XML schema; any value other than 2 will cause an XSD schema error. Once corrected, resubmit the entire filing.
Flngrpt	Required	String	Format of Filing Report you wish to receive <u>Valid values:</u> XML , TXT , or BTH	Use this field to identify the format you desire for the Filing Report. The options are XML, TXT (text), or BTH (continue to receive BOTH formats).
Communication	Required	N/A	XML Submission tag (1 per filing submitted for review).	
CommId	Required	String up to 40 char.	Unique ID for each firm submission	ALL filenames used for this submission MUST use this value as the prefix in the actual file name: <CommId>-<filename>
SubmitterEWSLogin	Required	String 20 chars.	EWS login of the person submitting the communication on behalf of the firm.	See firm EWS administrator for Login ID.
ReviewType	Required	String	Expedited or Regular review <u>Valid values:</u> Expedited or Regular	
BatchSendFl	Required	String 1 character	The Batch Send of FINRA Communication letters is activated on a filing by filing basis. Firm participation of the Batch Send Process is explicitly declared with every batch submitted filing. If a firm does not supply the XML tag 'BatchSendFl' or supplies a value not = Y, then the FINRA communication letters will not be FTP'd to the firm. <u>Valid values:</u> Y (use Batch Send Process) or N (default)	The File Name will be FRYYYY-MMDD-XXXX_B_NNN_RRRRRRRR.pdf. YYYMMDD-XXXX represents the reference number as in WEBADV system, NNN represents the communication sequence number (uniquely identifies each communication within a filing), and RRRRRRRR will be the Final Result for all Released Filings.
RecipientEWSLogin	Required	String 20 chars.	EWS login of the person to whom the comment letter should be addressed.	See firm EWS administrator for Login ID.
FileNm2Rvw	Required	String up to 200 char.	Full File Name of the document to review.	This name must match the file uploaded along with the metadata (and must be unique within your FTP IN directory). Actual file uploaded is limited to 1.75GB in size.
Title	Required	String up to 160 chars.	Title of the communication.	

BillingUnit	Required	String	Billing Unit for the communication FileNm2Rvw - "PAGES" for text type files; "MINUTES" for Audio Video files; "WEBPAGES" for website content.	
NoBUs	Required	UnsignedShort up to 4 chars.	Number of Billing Units within the Piece Document submitted	

XML TAG	Required or Optional	Format	Description	Comments
Preceded	Required	String 1 character	Preceded or accompanied by prospectus? <u>Valid values:</u> Y or N	
DateOfFirstUse	Required	mm/dd/yyyy	Date the communication will be used.	
PrincipalTitle	Required	String up to 50 chars.	Title of the registered principal who approved the communication.	
PrincipalID	Required	String up to 12 chars.	The CRD number of the Registered Principal who approved the communication.	
DateOfApproval	Required	mm/dd/yyyy	Date the registered principal approved the communication.	
FirmExternalRef	Optional	String up to 50 chars.	Firm's internal tracking number.	
RelatedFINRARef	Optional	String 16 chars. (FRYYYYMMDDNNNN)	Related FINRA Reference Number of a previous filing which may be related.	Do not include the "/B", "/H", "/E" suffixes.
CommunicationUses	Optional	String up to 31,500 chars.	Explain how the communication is to be used.	Expanded Q3 2013

DeliveryMethod	Required	String up to 8 chars.	Delivery method is determined by the format in which the material is being used or the medium through which it is being distributed. <u>Valid values:</u> ACCTMSG : Account statement related communications ARTICLE : Articles and third party reprints BDUSE : Broker Dealer use only material BROCHURE : Brochures, pamphlets, and catalogs DISC/TPE : Audio/video tapes, CDs, and DVDs ELECMSSG : Email, IM, SMS, or text messages FUNDFACT : Fund-specific information sheets HANDOUT : Flyers and other hand-delivered material MAILING : Mailed sales material PERFREPT : Periodic and other performance reports PHONE : Telemarketing and other phone scripts PRESSREL : Information related to the press PRINT AD : Print advertisements, posters, and signs RADIO : Radio advertisements and broadcasts RESEARCH : Research reports – equity and debt SEMINAR : Seminar-related communications SOFTWARE : Software output and IA tools STATIONE : Business-related stationery TV : TV advertisements and broadcasts WEBPUBLIC (note that “i” is missing): Web information – public access) WEBPASS : Web information – password protected	Valid values shown are current as of the release of this document; please check the New Communication Form for the most up-to-date list. Only one delivery method may be specified per piece. If a piece is to be delivered via multiple methods, that piece must be submitted to FINRA separately for each delivery method.
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XML TAG	Required or Optional	Format	Description	Comments
RuleDefn	Required	String up to 8 chars.	Indicate one Rule Definition applicable to each communication. <u>Valid values:</u> RETAIL : Retail communications INSTCOMM : Institutional communications CORRESP : Correspondence	Valid values shown are current as of the release of this document; please check the New Communication Form for the most up-to-date list. See Regulatory Notice 12-29 for information regarding the new Rule Definition values in place February 4, 2013.
TmpltUpdt	Optional	String 1 character	Pertains to question: Update to previously reviewed template? A value of “Y” is only allowed for filings with the tag <RuleDefn> having a value of RETAIL. <u>Valid values:</u> Y or N (default)	New as of 1/9/17

GnrcNvsmt	Optional	String 1 character	Pertains to question: Generic Investment Company Communication? A value of "Y" is only allowed for filings with the tag <RuleDefn> having a value of RETAIL, and all <DeliveryMethod> tags having a value of CLOSED, ETF, MUTUALS, UIT, VA, VLI. Valid values: Y or N (default)	New as of 1/9/17
SmAnnIRpt	Optional	String 1 character	Pertains to question: Semi-annual or annual report? A value of "Y" is only allowed for filings with the tag <RuleDefn> having a value of RETAIL, and the tag <DeliveryMethod> having a value of PERFREPT. Valid values: Y or N (default)	New as of 1/9/17

XML TAG	Required or Optional	Format	Description	Comments
Product	Required	String up to 8 chars.	Product enables firms to select the main type(s) of product(s) being solicited or promoted in the material submitted for review. Valid values: 529PLANS : 529 Education Funding Plans BDC : Business Development Company BONDS : Corporate Bonds CDS : Certificates of Deposit CLOSED : Closed-End Mutual Fund CMO : Collateralized Mortgage Obligation DAYTRADE : Day Trading DISCOUNT : Discount Brokerage DPP : Direct Participation Program ETF : Exchange Traded Fund FIXEDINS : Fixed Insurance GENERAL : General Business GOVT : Government Securities HEDGEFUN : Hedge Funds MUNI : Municipal Securities MUTUALS : Open-End Mutual Fund NOTES : Note Offerings OPTIONS : Options OTHER : Other PRIVPLMT : Private Placements REITS : Real Estate Investment Trusts SFUTURES : Security Futures STOCKS : Stocks STRUCPRD : Structured Products UIT : Unit Investment Trust VA : Variable Annuity VLI : Variable Life Insurance	Multiple Product Types can be used to each communication (at least one is required). Valid values shown are current as of the release of this document; please check the New Communication Form for the most up-to-date list.
RegisteredRep	Optional	String up to 12 chars.	Indicate the CRD IDs of the registered representatives for this communication.	May occur 0 to a Maximum 5 times.

WtgReviewltr	Required	String 1 character	Indicate whether they are waiting for Review letter for the submitting communication <u>Valid values:</u> Y or N	
IncludesPerfRanking	Optional	String 1 character	Indicate whether Performance Ranking is submitted with this communication. <u>Valid values:</u> Y or N	Based on the rule change, the value associated with this tag has no meaning and will be ignored. For now the tag is being changed from Required to Optional to insure that no filings get rejected because of the appearance of this tag.
Addtnlinfo	Optional	N/A	Group tag for each Additional Information File being submitted.	May occur any number of times.
AIFileNm	Optional	String	File name of the file containing additional information. This name must match the file uploaded along with the metadata (and must be unique within your FTP IN directory).	Actual file uploaded is limited to 1.75 GB in size. Required for each <Addtnlinfo> file submitted.
XML TAG	Required or Optional	Format	Description	Comments
CommPurpsCd	Optional	String up to 8 chars.	Communication Purpose Code - Required if IncludesAddtnlinfo = 'Y'. Only one value is required. Maximum of one value allowed. <u>Valid values:</u> COVERLTR : COVER LETTER FILRESPO : FINRA REQUESTED INFO FILWITHD : MEMBER REQUESTS THAT FILING BE WITHDRAWN MEDIA : CD, DVD, ETC. PERFRANK : PERFORMANCE RANKING OF AN INVESTMENT COMPANY PROSPCTS : PROSPECTUS OR OTHER OFFERING DOCUMENT RESPFINR : RESPONSE TO FINRA REVIEW LETTER SUPRTDOC : SUPPORTING DOCUMENTATION	Required for each <Addtnlinfo> file submitted.
NotesTx	Optional	String up to 4,000 chars.	This string is a place for additional notes to the analyst about the file being attached.	Optional notes for each <Addtnlinfo> file submitted. Examples of text that could be entered in this fields include the following: - "This document replaces document submitted on 5/12/2008. Original document did not print to pdf correctly." - "This piece was revised after it was originally submitted."

Appendix B: Sample .MDATA File

This is an example of a valid .mdata file

```
<?xml version="1.0" encoding="UTF-8"?>
<!--Sample XML file generated by XMLSpy v2015 rel. 3 sp1 (x64) (http://www.altova.com)-->
<CommunicationList xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:noNamespaceSchemaLocation="ADV%20Batch%20Schema%20V2.xsd">
  <DefnVrsn>2</DefnVrsn>
  <FlngRpt>XML</FlngRpt>
  <Communication>
    <CommId>CID201600001</CommId>
    <SubmitterEWSLogin>SAMPLE1</SubmitterEWSLogin>
    <ReviewType>REGULAR</ReviewType>
    <BatchSendFl>Y</BatchSendFl>
    <RecipientEWSLogin>SAMPLE1</RecipientEWSLogin>
    <FileNm2Rvw>CID201600001-MYCOMMUNICATION.MOV</FileNm2Rvw>
    <Title>Sample Title</Title>
    <BillingUnit>MINUTES</BillingUnit>
    <NoBUs>2</NoBUs>
    <Preceded>N</Preceded>
    <DateOfFirstUse>09/12/2016</DateOfFirstUse>
    <PrincipalTitle>Chief Compliance Officer</PrincipalTitle>
    <PrincipalID>999999</PrincipalID>
    <DateOfApproval>09/01/2016</DateOfApproval>
    <FirmExternalRef>50characterFirmExternalRefNumber</FirmExternalRef>
    <RelatedFINRAREf/>
    <CommunicationUses>Explanation of Purpose of Communication</CommunicationUses>
    <DeliveryMethod>TV</DeliveryMethod>
    <RuleDefn>RETAIL</RuleDefn>
    <TpltUpdt>Y</TpltUpdt>
    <GnrcNvsmt>Y</GnrcNvsmt>
    <SmAnn1Rpt>Y</SmAnn1Rpt>
    <Product>529PLANS</Product>
    <Product>GENERAL</Product>
    <RegisteredRep>999991</RegisteredRep>
    <RegisteredRep>999992</RegisteredRep>
    <RegisteredRep>999993</RegisteredRep>
    <WtgReview1ttr>N</WtgReview1ttr>
    <IncludesPerfRanking>N</IncludesPerfRanking>
    <AddtnlInfo>
      <AIFileNm>CID201600001-TRANSSCRIPT.PDF</AIFileNm>
      <CommPurpsCd>SUPRDOC</CommPurpsCd>
      <NotesTx>Transcript of commercial.</NotesTx>
    </AddtnlInfo>
    <AddtnlInfo>
      <AIFileNm>CID201600001-CoverLtr.docx</AIFileNm>
      <CommPurpsCd>COVERLTR</CommPurpsCd>
      <NotesTx></NotesTx>
    </AddtnlInfo>
  </Communication>
</CommunicationList>
```

Appendix C: XML Schema Definition (XSD) for the .MDATA file

Note that this is an **XSD**, and not a sample XML document of the type that would be uploaded. FINRA recommends that all filers validate their .MDATA files to be submitted against this XSD BEFORE submitting. This will help eliminate a large number of errors causing files to be rejected.

```
<?xml version="1.0" encoding="utf-8"?>
<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema" elementFormDefault="qualified">
  <xs:element name="CommunicationList">
    <xs:complexType>
      <xs:sequence>
        <xs:element name="DefnVrsn" type="xs:string" fixed="2">
          <xs:annotation>
            <xs:documentation>Schema Definition Version - set to "2" to identify this schema, no value required by submitter</xs:documentation>
          </xs:annotation>
        </xs:element>
        <xs:element name="Flngrpt">
          <xs:annotation>
            <xs:documentation>Report Type - valid values ("BTH", "XML", "TXT")</xs:documentation>
          </xs:annotation>
          <xs:simpleType>
            <xs:union>
              <xs:simpleType>
                <xs:restriction base="xs:string">
                  <xs:enumeration value="BTH"/>
                  <xs:enumeration value="TXT"/>
                  <xs:enumeration value="XML"/>
                </xs:restriction>
              </xs:simpleType>
              <xs:simpleType>
                <xs:restriction base="xs:string">
                  <xs:pattern value="[Bb][Tt][Hh]"/>
                  <xs:pattern value="[Tt][Xx][Tt]"/>
                  <xs:pattern value="[Xx][Mm][Ll]"/>
                </xs:restriction>
              </xs:simpleType>
            </xs:union>
          </xs:simpleType>
        </xs:element>
        <xs:element ref="Communication" minOccurs="1" maxOccurs="1"/>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
  <xs:simpleType name="fileNm">
    <xs:restriction base="xs:string">
      <xs:minLength value="7"/>
      <xs:maxLength value="200"/>
      <xs:pattern value="([A-Za-z0-9])[A-Za-z0-9 ._-]+"/>
    </xs:restriction>
  </xs:simpleType>
  <xs:simpleType name="YNflag">
    <xs:restriction base="xs:string">
      <xs:maxLength value="1"/>
      <xs:pattern value="(Y|N|y|n)"/>
    </xs:restriction>
  </xs:simpleType>
  <xs:simpleType name="dateVal">
    <xs:restriction base="xs:string">
      <xs:pattern value="(0[1-9]|1[012])/([01-9]|12)/([0-9]|3[01])/20\d{2}"/>
    </xs:restriction>
  </xs:simpleType>
  <xs:element name="Communication">
    <xs:complexType>
      <xs:sequence>
        <xs:element name="CommId" nillable="false">
          <xs:annotation>
            <xs:documentation>Unique ID for each communication</xs:documentation>
          </xs:annotation>
        </xs:element>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:schema>
```

```

</xs:annotation>
<xs:simpleType>
  <xs:restriction base="xs:string">
    <xs:maxLength value="50"/>
    <xs:pattern value="([A-Za-z0-9])[A-Za-z0-9 ._-]+"/>
  </xs:restriction>
</xs:simpleType>
</xs:element>
<xs:element name="SubmitterEWSLogin" type="xs:string" nillable="false">
  <xs:annotation>
    <xs:documentation>Person submitting the communications on behalf of the firm</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="ReviewType" nillable="false">
  <xs:annotation>
    <xs:documentation>Review Type - valid value ("EXPEDITED", "REGULAR")</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:union>
      <xs:simpleType>
        <xs:restriction base="xs:string">
          <xs:enumeration value="EXPEDITED"/>
          <xs:enumeration value="REGULAR"/>
        </xs:restriction>
      </xs:simpleType>
      <xs:simpleType>
        <xs:restriction base="xs:string">
          <xs:pattern value="[Ee][Xx][Pp][Ee][Dd][Ii][Tt][Ee][Dd]"/>
          <xs:pattern value="[Rr][Ee][Gg][Uu][Ll][Aa][Rr]"/>
        </xs:restriction>
      </xs:simpleType>
    </xs:union>
  </xs:simpleType>
</xs:element>
<xs:element name="BatchSendFl" type="YNflag" nillable="false">
  <xs:annotation>
    <xs:documentation>Batch Send Flag – set to “Y” to get communication letters returned batch; otherwise “N”.</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="RecipientEWSLogin" nillable="false">
  <xs:annotation>
    <xs:documentation>EWS account of the Person to whom FINRA Letters should be addressed</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:minLength value="1"/>
      <xs:maxLength value="20"/>
      <xs:pattern value="[A-Za-z0-9] +"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="FileNm2Rvw" type="fileNm" nillable="false">
  <xs:annotation>
    <xs:documentation>Full name of the file to be reviewed</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="Title" nillable="false">
  <xs:annotation>
    <xs:documentation>Piece Title of FileNm2Rvw</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:maxLength value="160"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="BillingUnit" nillable="false">
  <xs:annotation>
    <xs:documentation>Billing Unit for FileNm2Rvw - "PAGES" for text type files; "MINUTES" for Audio Video files; "WEBPAGES" for website content.</xs:documentation>
  </xs:annotation>

```

```

</xs:annotation>
<xs:simpleType>
  <xs:union>
    <xs:simpleType>
      <xs:restriction base="xs:string">
        <xs:enumeration value="MINUTES"/>
        <xs:enumeration value="PAGES"/>
        <xs:enumeration value="WEBPAGES"/>
      </xs:restriction>
    </xs:simpleType>
    <xs:simpleType>
      <xs:restriction base="xs:string">
        <xs:pattern value="[Mm][Ii][Nn][Uu][Tt][Ee][Ss]"/>
        <xs:pattern value="[Pp][Aa][Gg][Ee][Ss]"/>
        <xs:pattern value="[Ww][Ee][Bb][Pp][Aa][Gg][Ee][Ss]"/>
      </xs:restriction>
    </xs:simpleType>
  </xs:union>
</xs:simpleType>
</xs:element>
<xs:element name="NoBUS" nillable="false">
  <xs:annotation>
    <xs:documentation>Number of Billing Units within the Piece Document submitted</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:minLength value="1"/>
      <xs:maxLength value="4"/>
      <xs:pattern value="[0-9]+"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="Preceded" type="YNflag" nillable="false">
  <xs:annotation>
    <xs:documentation>Preceded or accompanied by prospectus - valid value ("Y", "N")</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="DateOfFirstUse" type="dateVal" nillable="false">
  <xs:annotation>
    <xs:documentation>Date of First Uses in MM/DD/YYYY format</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="PrincipalTitle" nillable="false">
  <xs:annotation>
    <xs:documentation>Job Title of Registered Principal</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:maxLength value="50"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="PrincipalID" nillable="false">
  <xs:annotation>
    <xs:documentation>CRD ID of Registered Principal</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:minLength value="4"/>
      <xs:maxLength value="12"/>
      <xs:pattern value="[0-9]+"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="DateOfApproval" type="dateVal" nillable="false">
  <xs:annotation>
    <xs:documentation>Approval Date in "MM/DD/YYYY" format</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="FirmExternalRef" nillable="true">

```

```

<xs:annotation>
  <xs:documentation>Firm External Reference Number</xs:documentation>
</xs:annotation>
<xs:simpleType>
  <xs:restriction base="xs:string">
    <xs:maxLength value="50"/>
  </xs:restriction>
</xs:simpleType>
</xs:element>
<xs:element name="RelatedFINRAREf" nillable="true">
  <xs:annotation>
    <xs:documentation>Related FINRA Reference number</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:pattern value="(f|F)(R|r|X|x)20\d{2}-(0[1-9]|1[012])(0[1-9]|1[12][0-9]|3[01])-\d{4}"/>
      <xs:pattern value=""/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="CommunicationUses" nillable="true">
  <xs:annotation>
    <xs:documentation>Explanation how to use communication</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:maxLength value="31500"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="DeliveryMethod" nillable="false">
  <xs:annotation>
    <xs:documentation>Delivery Method</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:minLength value="1"/>
      <xs:maxLength value="8"/>
      <xs:pattern value="[A-Za-z0-9 /] +"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="RuleDefn" nillable="false">
  <xs:annotation>
    <xs:documentation>Rule Definition</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:minLength value="1"/>
      <xs:maxLength value="8"/>
      <xs:pattern value="[A-Za-z0-9] +"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="TplItUpdt" type="YNFlag" nillable="false" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>Update to previously reviewed template? - Defaults to "N"</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="GnrcNvsmt" type="YNFlag" nillable="false" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>Generic Investment Company Communication? - Defaults to "N"</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="SmAnnlrpt" type="YNFlag" nillable="false" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>Semi-annual or annual report? - Defaults to "N"</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="Product" nillable="false" minOccurs="1" maxOccurs="unbounded">

```

```

<xs:annotation>
  <xs:documentation>Enter each Product Code that applies to the communication (1 is required).</xs:documentation>
</xs:annotation>
<xs:simpleType>
  <xs:restriction base="xs:string">
    <xs:minLength value="1"/>
    <xs:maxLength value="8"/>
    <xs:pattern value="[A-Za-z0-9]+"/>
  </xs:restriction>
</xs:simpleType>
</xs:element>
<xs:element name="RegisteredRep" nillable="true" minOccurs="0" maxOccurs="5">
  <xs:annotation>
    <xs:documentation>Registered Rep. IDs associated to the communication.</xs:documentation>
  </xs:annotation>
  <xs:simpleType>
    <xs:restriction base="xs:string">
      <xs:maxLength value="12"/>
    </xs:restriction>
  </xs:simpleType>
</xs:element>
<xs:element name="WtgReviewLtr" type="YNflag" nillable="false">
  <xs:annotation>
    <xs:documentation>Waiting Review Letter for the submitted communication - valid value ("Y", "N")</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="IncludesPerfRanking" type="xs:string" nillable="true" minOccurs="0" maxOccurs="1">
  <xs:annotation>
    <xs:documentation>Element has been deprecated, values no longer processed.</xs:documentation>
  </xs:annotation>
</xs:element>
<xs:element name="AddtnlInfo" minOccurs="0" maxOccurs="unbounded">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="AIFileNm" type="fileNm" nillable="false">
        <xs:annotation>
          <xs:documentation>Full name of a file containing additional information</xs:documentation>
        </xs:annotation>
      </xs:element>
      <xs:element name="CommPurpsCd" nillable="false">
        <xs:annotation>
          <xs:documentation>Communication Purpose Code for the information attached</xs:documentation>
        </xs:annotation>
        <xs:simpleType>
          <xs:restriction base="xs:string">
            <xs:minLength value="4"/>
            <xs:maxLength value="8"/>
            <xs:pattern value="[A-Za-z0-9]+"/>
          </xs:restriction>
        </xs:simpleType>
      </xs:element>
      <xs:element name="NotesTx" nillable="true" minOccurs="0" maxOccurs="1">
        <xs:annotation>
          <xs:documentation>Any text to explain or put in context the information attached</xs:documentation>
        </xs:annotation>
        <xs:simpleType>
          <xs:restriction base="xs:string">
            <xs:maxLength value="4000"/>
          </xs:restriction>
        </xs:simpleType>
      </xs:element>
    </xs:sequence>
  </xs:complexType>
</xs:element>
</xs:sequence>
</xs:complexType>
</xs:element>
</xs:schema>

```

Appendix D: Filing Reports

Accepted Filing Examples

Text Version of the Report

ADVERTISING BATCH SUBMISSION – FILING REPORT

FIRM ID:	123456
FIRM NAME:	FINRA TEST FIRM NAME
FINRA JOB ID:	35761
FIRM FILE NAME:	filename.mdata
FIRM UNIQUE COMMUNICATION ID:	As provided in mdata file tag <CommId>
FIRM EXTERNAL REFERENCE:	As provided in mdata file tag <FirmExternalRef>
COMMUNICATION TITLE:	As provided in mdata file tag <Title>
RECEIVED AT:	4/6/2016 4:42:00 PM
COMPLETED AT:	4/6/2016 4:47:59 PM
COMMUNICATION STATUS:	ACCEPTED
FINRA REFERENCE NUMBER:	FR2016-0406-0001/B
ESTIMATED FILING FEE:	\$1,250

XML Version of the Report

```
<?xml version="1.0" encoding="UTF-8"?>
<ADVBatchUploadReport xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <<ReportTitle>ADVERTISING BATCH SUBMISSION – FILING REPORT</ReportTitle>
  <FirmID>123456</FirmID>
  <FirmName>FINRA TEST FIRM NAME</FirmName>
  <FINRAJobID>35761</FINRAJobID>
  <FirmFileName>filename.mdata</FirmFileName>
  <CommId>As provided in mdata file</CommId>
  <ExternalRef>As provided in mdata file</ExternalRef>
  <CommTitle>As provided in mdata file</CommTitle>
  <RcvdAt>4/6/2016 4:42:00 PM</RcvdAt>
  <CompletedAt>4/6/2016 4:47:59 PM</CompletedAt>
  <CommStatus>ACCEPTED</CommStatus>
  <FINRARefNum>FR2016-0406-0001/B</FINRARefNum>
  <EstimatedFee>$1,250</EstimatedFee>
</ADVBatchUploadReport>
```

Rejected Filing Examples

Text Version of the Report

ADVERTISING BATCH SUBMISSION - FILING REPORT

FIRM ID: 456789
 FIRM NAME: FINRA TEST FIRM NAME 2
 FINRA JOB ID: 35790
 FIRM FILE NAME: filename2.mdata
 FIRM UNIQUE COMMUNICATION ID: As provided in mdata file tag <CommId>
 FIRM EXTERNAL REFERENCE: As provided in mdata file tag <FirmExternalRef>
 COMMUNICATION TITLE: As provided in mdata file tag <Title>
 RECEIVED AT: 4/6/2016 4:51:00 PM
 COMPLETED AT: 4/6/2016 4:58:59 PM
 COMMUNICATION STATUS: REJECTED
 ERROR MESSAGES:
 Error Message 1
 Error Message 2
 Error Message 3

XML Version of the Report

```

<?xml version="1.0" encoding="UTF-8"?>
<ADVBatchUploadReport xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <<ReportTitle>ADVERTISING BATCH SUBMISSION - FILING REPORT</ReportTitle>
  <FirmID>456789</FirmID>
  <FirmName>FINRA TEST FIRM NAME 2</FirmName>
  <FINRAJobID>35790</FINRAJobID>
  <FirmFileName>filename2.mdata</FirmFileName>
  <CommId>As provided in mdata file</CommId>
  <ExternalRef>As provided in mdata file</ExternalRef>
  <CommTitle>As provided in mdata file</CommTitle>
  <RcvdAt>4/6/2016 4:51:00 PM</RcvdAt>
  <CompletedAt>4/6/2016 4:58:59 PM</CompletedAt>
  <CommStatus>REJECTED</CommStatus>
  <ErrorMsg>Error Message 1</ErrorMsg>
  <ErrorMsg>Error Message 2</ErrorMsg>
  <ErrorMsg>Error Message 3</ErrorMsg>
</ADVBatchUploadReport>
  
```

NOTE: In the case of receiving a submission that fails XSD validation, the <CommId>, <ExternalRef> and the <CommTitle> will be empty as we cannot reliably parse the .mdata file, and the <CommStatus> value will be 'XSD REJETESTD'.

Appendix E: XSD for the Filing Report

```
<?xml version="1.0" encoding="UTF-8"?>
<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema" elementFormDefault="qualified" id="AREFReport">
  <xs:element name="ADVBatchUploadReport">
    <xs:complexType>
      <xs:sequence>
        <xs:element name="ReportTitle" type="xs:string"/>
        <xs:element name="FirmID" type="xs:string"/>
        <xs:element name="FirmName" type="xs:string"/>
        <xs:element name="FINRAJobID" type="xs:string"/>
        <xs:element name="FirmFileName" type="xs:string"/>
        <xs:element name="CommId" type="xs:string" nillable="true" minOccurs="0" maxOccurs="1"/>
        <xs:element name="ExternalRef" type="xs:string" nillable="true" minOccurs="0" maxOccurs="1"/>
        <xs:element name="CommTitle" type="xs:string" nillable="true" minOccurs="0" maxOccurs="1"/>
        <xs:element name="RcvdAt" type="xs:string"/>
        <xs:element name="CompletedAt" type="xs:string"/>
        <xs:element name="CommStatus" type="xs:string"/>
        <xs:element name="FINRAREfNum" type="xs:string" minOccurs="0" maxOccurs="1"/>
        <xs:element name="EstimatedFee" type="xs:string" minOccurs="0" maxOccurs="1"/>
        <xs:element name="ErrorMsg" type="xs:string" minOccurs="0" maxOccurs="unbounded"/>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:schema>
```

Appendix F: Advertising Environment Summary

	Lower QA Test Environment (a mirror of production, BUT WITH A DIFFERENT DATABASE OF CREDENTIALS)	Production
To get FTP credentials ("ADV File Transfer" entitlement)	e-mail your request to Advertising-Technology@finra.org	Read the page http://www.finra.org/Industry/Compliance/Entitlement/P121158 and follow instructions under "Entitlement Information for File Transfer Applications FTP Users"
To validate your FTP Credentials To connect via FTP	filex-int.qa.finra.org	filex.finra.org
To change your FTP password	https://accountmgmt-qc1.finra.org/myews/changepassword.jsp	https://accountmgmt.finra.org/myews/changepassword.jsp
To get EWS (website) credentials	Contact your firm's EWS SAA (Super Account Administrator) and request that he or she grant access for the "Reg – Advertising Regulation" entitlement	
SFTP server IP address	52.201.46.30 52.70.2.197	52.207.197.35 35.171.199.181

FINRA E-Bill

[E-Bill](#) is FINRA's financial system that enables entitled users to view accounting details of FINRA Flex-Funding and Renewal Accounts, fund the accounts, pay annual renewal assessments and view and pay FINRA invoices.

On This Page

- [E-Bill Features](#)
- [How to Request Access to E-Bill](#)
- [State Sales Tax](#)

E-Bill Features

- View your firm's **FINRA Flex-Funding Account** balance and activity, export transaction details, generate reports, fund the account using ACH, request refund, request reallocation and transfer funds to an affiliated firm. *
- View your firm's **Renewal Account** balance during the renewal cycle and make a payment using ACH or reallocation from your firm's FINRA Flex-Funding Account.*
- View your firm's **Invoice** balance and make payments by ACH or credit card (up to \$50,000) or by reallocating funds from your firm's FINRA Flex-Funding Account.*
- Setup **Alerts** to receive notifications.*

** Features are subject to entitlement.*

How to Request Access to E-Bill

- The Super Account Administrator (SAA) at each firm can assign entitlement to E-Bill for **themselves and employees** at their respective firms. View the [FINRA Entitlement Reference Guide](#) for more information.
 - To determine who is your firm's SAA, log in to the Firm Gateway, select "My Account" and select the "Applications & Administrators" link. If you do not have access to the Firm Gateway, contact FINRA at (301) 590-6500 to find out who at your firm is designated as the SAA.
 - If your firm has not yet named an SAA, your firm must do so in order to access E-Bill. [View instructions](#) on how to entitle someone at your firm to serve in this role. Once your firm's SAA has been designated, contact that individual to request access to E-Bill.
-

State Sales Tax

On October 1, 2020, FINRA began assessing state sales and use tax for certain FINRA-provided products and services. As a result, certain FINRA fees assessed on invoices and your Flex-Funding Account may now include state sales tax amounts added above the standard fee. In general, the applicability of state sales tax is determined by the location of your firm, which is derived from Form BD or Form ADV main address information. To identify FINRA fees that include a tax assessment, firms should review their invoices in E-Bill or the FINRA fees assessed through the Flex-Funding Account. Any applicable sales and use tax is calculated when the fee posts to the Flex-Funding account and is not reflected when the transaction is pending.

Note: As a result of ongoing changes to state tax laws, the assessment of state(s) sales tax is subject to change, without notice.



> [FILING & REPORTING](#) > [FINRA E-BILL](#)

E-Bill User Guide

FINRA's financial system, [E-Bill](#), enables entitled users to leverage a variety of features. For example, firm users can view financial details of the FINRA Flex-Funding account and Renewal statements, fund the FINRA Flex-Funding account, pay annual renewal assessments, and view and pay FINRA invoices. E-Bill enables firm users to authorize electronic payment directly from a designated bank account to the firm's FINRA Flex-Funding Account, FINRA Renewal statement or to pay invoices. Additionally, firm and regulatory users have the ability to review, export, and save detailed transactions and summary reports.

E-Bill Availability

E-Bill will be available Monday to Friday, 7 a.m. to 10 p.m. and Saturday, 8 a.m. to 6 p.m.

Questions about E-Bill?

Call the FINRA Call Center at (301) 590-6500 from 8 a.m. to 8 p.m., ET, Monday through Friday.

On This Page

- [Access E-Bill](#)
- [Navigation on E-Bill](#)
- [Flex-Funding Account](#)
 - [Flex-Funding Account - Account Details](#)
 - [Flex-Funding Account - Add Funds](#)
 - [Flex-Funding Account - Affiliate Transfer](#)
 - [Flex-Funding Account - Refunds](#)
 - [Charge Code Lookup](#)
- [Renewal Account](#)
 - [Renewal Account - Account Details](#)
 - [Renewal - Pay Renewal Fees](#)
- [Invoices](#)
 - [Invoices - Open Invoices](#)
 - [Invoices - Pay Open Invoices](#)
 - [Invoices - Closed Invoices](#)
 - [Invoices - Invoice Deliver Options](#)
- [AutoPay](#)
- [Alerts](#)
 - [Setting a Flex-Funding Account Alert](#)
 - [Setting a Renewal Statement Alert](#)
 - [Setting an Invoice Alert](#)
 - [Alerts General Settings](#)
 - [Alerts History](#)
 - [Alerts Active Subscription and History](#)
- [Reports](#)
- [E-Bill Terminology](#)

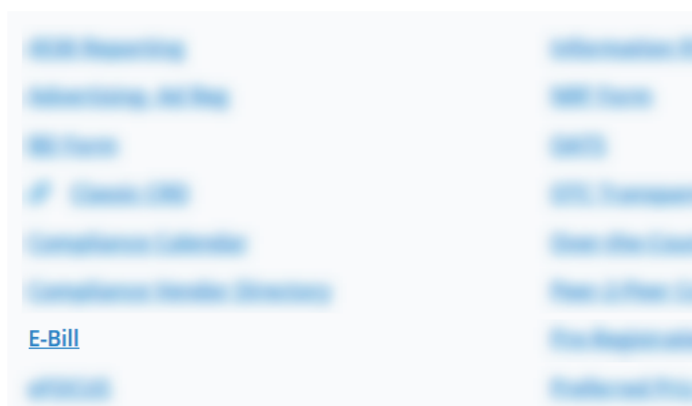
Access E-Bill

Access E-Bill via Firm Gateway at: <https://gateway.finra.org/>

1. Login to Firm Gateway
2. Click **E-Bill** in the Quick Link Section

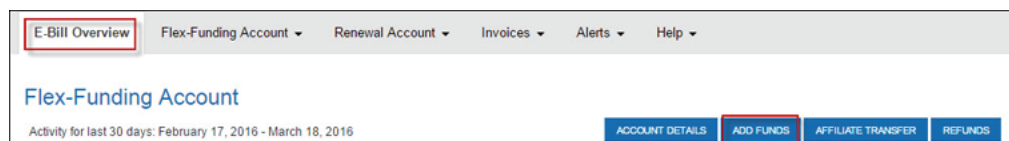
Links

Quick Links



Navigation on E-Bill

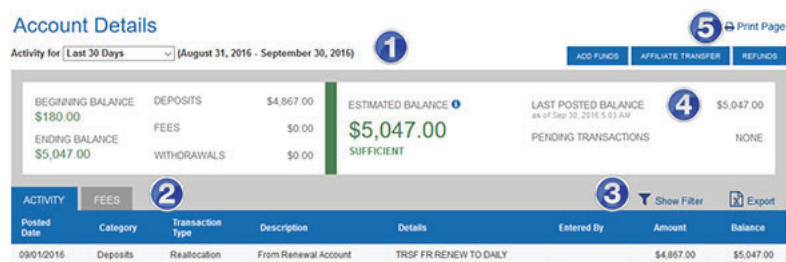
1. Navigate via the Top Navigation or the quick links.



Flex-Funding Account

Flex-Funding Account – Account Details

The **Account Details** page, accessed by the **Account Details** button or the Account Details hyperlink on the Flex-Funding Account page, contains several new features - choose a date range, use filters, and view daily consolidated fee transactions with the ability to drill down to see all daily fee transactions.



1. **Date Range** - Choose a date range from pre-set intervals: Last 30 Days, Last 60 Days, Last 90 Days, Last Month, or a custom date that can extend beyond a 30 day period.

2. **Activity** and **Fees** Tabs - The Activity tab contains transaction detail information about CRD/IARD Fees, Deposits, Reallocations and other withdrawals. Within the Activity tab, Daily CRD/IARD Fees are consolidated into one row with the number of fees included in parentheses.

ACTIVITY		FEES						
Filter	Posted Date	Category	Transaction Type	Description	Details	Entered By	Amount	Balance
	01/30/2016	Fees	Fee Transaction(1)				-\$999.99	\$0.999.99

To view the details of each fee transaction for a particular day, click on the **Fee Transaction** hyperlink. A Fees Tab with the specific date will open next to the Fees tab. Fee details such as description and Individual Name will appear.

ACTIVITY		FEES - 04/05/2016						
Posted	Individual Name	Individual CRD #	Branch CRD #	Description	Charge Code	Billing Code	Amount	
04/05/2016	Doe, Jane	6605644	116387	MD Individual Reg. Fee	187	E1234	-\$35.00	
04/05/2016	Doe, Jane	6605644	116387	NASD Individual Reg. Fee	158	E1234	-\$100.00	
04/05/2016	Doe, Jane	6605644	116387	NYSE Transfer Fee	349	E1234	\$0.00	

Filters -   Filters are available for the Activity, Fees and the Date Specific Fees tabs.

3. Click the **APPLY ALL** button to implement a filter sort based on the filters selected. A white rectangle will appear around column headings that are sorted using filter options. Use the **CLEAR ALL** button to clear the fields. Click **CLOSE** to close the filter options.

Note: Filters are working with the data displayed based on the date range selected.

Sorting - All columns can be sorted ascending or descending by clicking on the column name. A triangle will appear next to a column that has been sorted, either pointed upward or downward to indicate an ascending or descending filter, respectively. The default sort is descending.

4. **Export** - Account Detail information within the Activity, Fees and Specific Date Fees tabs can be exported to a .csv file. Navigate to either the Activity, Fee or select a specific Fee date tab. Click the **Export** button adjacent to the Show Filters icon. Please note that export is limited to 35,000 records.

ACTIVITY		FEES - 04/22/2016						
Posted Date	Individual Name	Individual CRD #	Branch CRD #	Charge Description	Charge Code	Billing Code	Amount	

5. **Print** - The contents of the Account Details page can be printed using the Print Page hyperlink

Account Status

Flex-Funding Account		6  Print Page	
		ACCOUNT DETAILS	ADD FUNDS
ESTIMATED BALANCE  1		LAST POSTED BALANCE	2
-\$380.00		as of Sep 22, 2016 9:33 AM	\$140.00
Deficient		FUNDS DEFICIENT TRANSACTIONS	3
		PENDING TRANSACTIONS	4
		WITHDRAWALS	-\$20.00
		ACCOUNT DETAILS	5

1. Estimated Balance: This is an ESTIMATE ONLY and may be subject to additional transactions that are not reflected due to overnight processing. Estimated Balance is the net of Last Posted Balance and any Funds Deficient Transactions and Pending Transactions.
2. Last Posted Balance: This balance includes transactions posted to the account. Transactions are posted during overnight processing – please refer to www.finra.org/filing-reporting/e-bill for the processing schedule.
3. Funds Deficient Transactions: Registration/exam requests are held until there are sufficient funds in the Last Posted Balance to pay for all Funds Deficient Transactions.
4. Pending Transactions: Transactions submitted via E-Bill and CRD/IARD but not yet been posted to the account. Pending checks and wires are not included. Pending transactions are generally posted during the next overnight processing cycle and then reflected in the Posted Balance. Click the Account Details button to show additional account information, fee transactions and payments, access filters and create views with custom date ranges.
5. Alternatively, click the Account Details hyperlink.
6. The contents of the Overview page can be printed using the Print Page hyperlink.

Flex-Funding Account - Add Funds

When funding FINRA accounts through E-Bill, the only valid payment option is ACH or an Affiliate Transfer. Credit Card payments are not accepted.

Procedures:

1. Navigate to the Add Funds section

HERE

2. You only need to enter a decimal point and cents if they are applicable.
3. Click the Payment Options button located at the bottom of the screen.
4. On the Payment Page you may select (based on availability)
 - a. **New Bank Account.** Clicking this option will display the Bank Account Information fields for Account Type, ABA Routing number, Bank Account Number, Account Name etc.
 - b. **Previously Used Card or Bank account.** This is the system default and will be selected each time this page is accessed. To delete a previously used card or bank account, click the Remove button.
5. You may **Update E-mail** to receive email at an alternate email address
6. Check the **box** next to the FINRA E-Bill Program Agreement and Terms of Use. Declining the Terms and Conditions will prevent you from making your payment.
7. Click **Submit** to submit the request and **Cancel** to cancel the transaction.
8. The request is processing - Do not close the browser until the transaction has been completed.
9. The system displays a message indicating the payment has been processed successfully. The system sends an email notification regarding the transaction. Notice the message below the transaction information, "Click here to return to the starting page."
10. Firms can use funds from successful transaction the next business day for payments made by 9 pm EST. The user can review Transaction Activity/View Invoice Payments for E-Bill payments at any time.

Flex-Funding Account - Affiliate Transfer

Authorized users can request a funds transfer from the Flex-Funding account to a Flex-Funding account of an affiliated firm(s). Users with the E-Bill Flex-Funding Reallocation entitlement, if their firm has affiliated firms on Form BD or Form ADV, have the ability to transfer. Transfers may be requested only for accounts with a Sufficient status.

Note: All transfer requests submitted before 11 pm EST are processed via an overnight processing cycle. Requests submitted Monday through Friday will be processed each night. Requests submitted Saturday through Sunday will be processed Sunday night. Requests submitted on a FINRA holiday will be included in the next available overnight cycle.

Procedures:

1. Navigate to the Affiliate Transfer section
2. The Affiliate Transfer page is displayed. A list of Affiliated Firm Org ID and Firm Names are displayed.
3. Input the transfer amount for each firm.
4. Click the Request Transfer button.
5. A confirmation pop up is displayed. Click "OK."
6. The confirmation page is displayed if the transfer request is a success

Flex-Funding Account - Refunds

E-Bill enables entitled users to request refunds from their Flex-Funding account. Refunds may be requested only from those accounts with a Sufficient status.

The FINRA finance department will evaluate your refund request and if approved, the refund check will be mailed to the appropriate mailing address.

Note: The refund check will be made payable to the firm and mailed to the address of record. Most refund requests should be processed within 10 business days of receipt except during the **annual renewal period**, which lasts from mid-November through mid-January, when refunds are not issued. The refund process will resume after the renewal period concludes in January.

Procedures:

1. Navigate to the Request Refunds section
2. The Refunds from Flex-Funding Account page is displayed.

* REFUND AMOUNT **1**

* DESCRIPTION **2**

Please provide a detailed description for the refund request and any additional information that will help expedite your request. (maximum 500 characters)

3 REQUEST REFUND

- a. Enter the refund amount.
 - b. Enter a description. Provide a detailed description for the refund request and any additional information that will help expedite the request. The maximum character limit is 500.
 - c. Click the Request Refund button.
3. A confirmation pop up will display. Click "OK."
 4. A confirmation page is displayed.
 5. Previous refund requests within the last 30 days are listed below the Refund Requests section. If there were no requests in the last 30 days, the message "There are no items to show at this time" is displayed.

Refund Requests

Refund requests accepted in the last 30 days are listed below. The FINRA Finance department will evaluate your refund request and if approved, the refund check will be mailed to the mailing address in CRD.

Transaction Date	Transaction ID	Submitted By	Amount
05/02/2016	EBILL11111	jahndoe	\$50.00
04/27/2016	EBILL0000	janedoe	\$1.00

Charge Code Lookup

1. Charge Code Lookups are available under the help tab.
2. The Charge Code Lookups are displayed. Show Filter feature can be used to narrow down the result.

Charge Code Lookups

Show Filter

Business Unit A	Charge ID	Description	Amount	Product Category	Product Source	Fee Type	Effective Date
CRDRG	2790	AK SD Branch Discount Fee	\$75.00	BR	CRD	BRCH	02/05/2016
CRDRG	2791	AK SD Branch Notice Filing Fee	\$75.00	BR	CRD	BRCH	01/22/2016
CRDRG	2792	AK SD Branch Renewal Fee	\$75.00	BRN	CRD	BRCH	01/22/2016
CRDRG	2793	AK SD/IA Dual Branch Fee	\$75.00	BR	CRD	BRCH	01/22/2016

Renewal Account

Renewal Account - Account Details

1. Date Range - Choose a Renewal period.

Renewal History

Activity for 2017 Renewal

2. Renewal Summary Grid

E-Bill Overview Flex-Funding Account Renewal Invoices Alerts Help

E-Bill Overview > Renewal Pay Renewal Fees

Pay Renewal Fees

2017 Renewal Cycle **1** VIEW STATEMENT RENEWAL HISTORY

RENEWAL BALANCE **2**

\$0.00

NO FEES OWED

Payment Due Date

3 FINAL FEES
Generated As Of

4 DEPOSITS

5 PENDING DEPOSITS

Payment Amount

PAYMENT OPTIONS

1. Your firm's can only obtain the latest statement from the "View Statement" button.

2. **Renewal Balance:** This is an ESTIMATE ONLY and may be subject to additional transactions that are not reflected due to overnight processing. Estimated Balance is the net of Renewal Fees and any Deposits, Withdrawals, and Pending Transactions.
3. **Preliminary/ Final Fees:** Preliminary/ Final renewal fees for your firm.
4. **Deposits/ Withdrawals:** These are fund additions or deductions that have been processed.
5. **Pending Deposits:** Transactions submitted via E-Bill, which have not yet been processed. Pending checks and wires are not reflected. Pending deposits are generally processed during the next overnight processing cycle and then reflected in the Deposits.

3. **Activity and Fees Tabs** - The Activity tab contains transaction detail information about Fees, Deposits, Reallocations and other withdrawals. Within the Activity tab, Fees are consolidated into one row with the number of fees included in parentheses.

ACTIVITY		FEES						
Filter	Posted Date	Category	Transaction Type	Description	Details	Entered By	Amount	Balance
	01/30/2016	Fees	Fee Transactions(11)				-\$999.99	\$9,999.99

4. To view the details of each fee transaction for a particular day, click on the Fee Transaction hyperlink. A Fees Tab with the specific date will open next to the Fees tab. Fee details such as description and Individual Name will appear.

ACTIVITY	FEES	FEES - 04/05/2016					
Posted	Individual Name	Individual CSD #	Branch CSD #	Description	Charge Code	Billing Code	Amount
04/05/2016	Doe, Jane	6005644	116387	MD Individual Reg. Fee	187	E1234	-\$35.00
04/05/2016	Doe, Jane	6005644	116387	NASD Individual Reg. Fee	158	E1234	-\$100.00
04/05/2016	Doe, Jane	6005644	116387	NYSE Transfer Fee	349	E1234	\$0.00
More Columns							

5. **Filters**   Filters are available for the Activity, Fees and the Date Specific Fees tabs. Click the APPLY ALL button to implement a filter sort based on the filters selected. A white rectangle will appear around column headings that are sorted using filter options. Use the CLEAR ALL button to clear the fields. Click CLOSE to close the filter options. Note: Filters are working with the data displayed based on the date range selected.

6. **Sorting** - All columns can be sorted ascending or descending by clicking on the column name. A triangle will appear next to a column that has been sorted, either pointed upward or downward to indicate an ascending or descending filter, respectively. The default sort is descending.

7. **Export** - Account Detail information within the Activity, Fees and Specific Date Fees tabs can be exported to a .csv file. Navigate to either the Activity, Fee or select a specific Fee date tab. Click the Export button adjacent to the Show Filters icon. Please note that export is limited to 35,000 records.

ACTIVITY		FEES		FEES: 04/02/2016			
				Hide Filter Export			
Posted Date	Individual Name	Individual CRD #	Branch CRD #	Charge Description	Charge Code	Billing Code	Amount

8. **Print** - The contents of the Account Details page can be printed using the Print Page hyperlink

Renewal - Pay Renewal Fees

Renewal - Pay Renewal Fees

When paying renewal fees through E-Bill, the only valid payment option is ACH or Reallocation from FINRA Flex-Funding Account.

Procedures:

1. Navigate to the Pay Renewal Fees section
2. Enter the Payment Amount. Do not enter any dollar signs or commas when entering amounts. You only need to enter a decimal point and cents if they are applicable.

Pay Renewal Fees

2017 Renewal Cycle

RENEWAL BALANCE **\$0.00**
NO FEES OWED
Payment Due Date

FINAL FEES
Generated As Of

DEPOSITS

PENDING DEPOSITS

Payment Amount

PAYMENT OPTIONS

3. Click the Payment Options button located at the bottom of the screen.

4. On the Payment Page you may select (based on availability)

- New Bank Account. Clicking this option will display the Bank Account Information fields for Account Type, ABA Routing number, Bank Account Number, Account Name etc.
- Previously Used Card or Bank account. This is the system default and will be selected each time this page is accessed. To delete a previously used card or bank account, click the Remove button.
- Transfer funds from FINRA Flex-Funding Account. Clicking this radio button will allow funds to be transferred from your FINRA Flex-Funding account to pay the Renewal fees. Reallocation entitlement is required to use this feature. Contact your SAA for entitlement to the reallocation privilege. These transfers are noted as REALLOCATION in the E-Bill Transaction Type column. Within CRD Accounting, this transfer is detailed as "EBILL REALLOCATION." Note: Individuals will receive an email confirming the transfer request, once the transfer has been processed, if the transfer fails to process and when the transfer request fails due to a technical issue.

5. Check the box next to the FINRA E-Bill Program Agreement and Terms of Use. Declining the Terms and Conditions will prevent you from making your payment.

Click Submit to submit the funds, Cancel to cancel the transaction.

The request is processing - Do not close the browser until the transaction has been completed. The system displays a message indicating the payment has been processed successfully. The system sends an email notification regarding the transaction. Notice the message below the transaction information, "Click here to return to the starting page."

Invoices

Invoices - Open Invoices

The Open Invoices section displays the type of invoices that are open, the number of invoices per type and total amount due with a cumulative total for invoices and amount due.

- Invoices are grouped by Invoice Type
- Pending transactions are rolled into the invoice balance. An icon will denote if there are pending transactions.
- Navigation is possible using the links available
- Navigation is also possible with the benefit to narrow down by invoice type using the links on the invoice types.

Open Invoices

PAY OPEN INVOICES | CLOSED INVOICES | INVOICE DELIVERY OPTION

ADVERTISING REGULATION ELECTRONIC FILMS (ADVF)	1 Invoice	\$1,085.00
ARBITRATION/MEDIATION (MTRCS)	3 Invoices	\$13,633.00
OTC REPORTING FACILITY (ORFBI)	2 Invoices	\$1,439.93
TRADE REPORTING AND COMPLIANCE ENGINE (TRACE)	2 Invoices	\$180,641.52
TOTAL	8 Invoices	\$196,799.45

PAY OPEN INVOICES

Invoices - Pay Open Invoices

Open Invoices

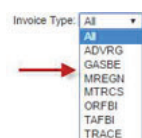
PAY OPEN INVOICES | CLOSED INVOICES | INVOICE PAYMENTS | INVOICE DELIVERY OPTION

ARBITRATION/MEDIATION (MTRCS)	2 INVOICES	\$100.00
OTC REPORTING FACILITY (ORFBI)	5 INVOICES	\$100.00
TRADE REPORTING AND COMPLIANCE ENGINE (TRACE)	4 INVOICES	\$600.00
TOTAL	11 INVOICES	\$1,800.00

PAY OPEN INVOICES>>

On the Pay Open Invoice page:

1. Select the Invoice(s) to be paid by clicking the checkbox next to the invoice Type. The invoice payment amount is auto-filled in the Payment Amount box. Use the Invoice Type filter in the upper right side of the page to filter on invoice type.



2. Underlying transactions like Pending and Posted activity on an invoice is now available along with the invoice

1. Pending transactions will reflect on Invoice Balances.
2. E-Bill will indicate pending transactions made against invoices but which have not yet posted
3. Pending transaction activity will now be available
4. View Posted Transaction Activity, such as payments applied to invoices. Activity dated from February 1, 2016, and later is available.

☐	MTRCS		08/31/2016	08/31/2016	\$1,125.00	\$1,000.00	
3		- \$125.00	Pending E-Bill Reallocation (EBILL)	submitted by			1 2
4		\$16.00	Posted Activity				
		- \$9.00	E-Bill Reallocation (EBILL)	submitted by		on 12/01/2016	
		- \$7.00	E-Bill Reallocation (EBILL)	submitted by		on 12/01/2016	

3. After selecting the invoice and entering the payment amount click the **Pay Now** button.

4. **PDF of the invoice** is available under the Invoice column

5. **Transaction Details** is available under the Details column. The filesize and the type is now also available

6. The Invoice Payment information is displayed, followed by the Payment Type information. Choose from the following selections:

- New Credit/Debit Card.** Clicking this option will display the Credit/Debit Card Information fields: Card Type, Card #, Card Security Code, Expiration Date, and Billing Information. Mandatory fields are marked with a red asterisk "*."
- New Bank Account.** Clicking this option will display the Bank Account Information fields for Account Type, ABA Routing number, Bank Account Number, Account Name etc.
- Previously Used Card or Bank account.** This is the system default and will be selected each time this page is accessed. To delete a previously used card or bank account, click the Remove button.
- Transfer funds from FINRA Flex-Funding Account.** Clicking this radio button will allow funds to be transferred from your FINRA Flex-Funding account to pay the invoice(s) selected. Paying an invoice from the Flex-Funding account is termed "Reallocation." Funds are transferred from the account and reallocated to pay the selected invoice(s). Reallocation entitlement is required to use this feature. Contact your SAA for entitlement to the reallocation privilege. These transfers are noted as REALLOCATION in the E-Bill Transaction Type column. Within CRD Accounting, this transfer is detailed as "EBILL REALLOCATION." Note: Individuals will receive an email confirming the transfer request, once the transfer has been processed, if the transfer fails to process and when the transfer request fails due to a technical issue.
- Previously used credit cards and bank accounts** will be displayed in the Previously Used Cards or Bank Accounts section. Once a payment selection has been made, continue to the next step.

7. Click the **Update E-mail** hyperlink to edit the email address.

8. Check the box next to the FINRA E-Bill Program Agreement and Terms of Use. Declining the **Terms and Conditions** will prevent you from making your payment.

9. Click **Submit** to submit the funds, **Cancel** to cancel the transaction.

10. The request is processing - do not close the browser until the transaction has been completed.

11. The system displays a message indicating the payment has been processed successfully. The system sends an email notification regarding the transaction. Notice the message below the transaction information, "Click here to return to the starting page."

Invoices - Closed Invoices

1. Navigate to the Closed Invoices section to view details of the closed or invoices with credit invoices.amount.

2. The following features are available

1. Filter on the type of invoice that you are looking for
2. Filter on the Invoice Date to narrow down the range further
3. Underlying transactions like Posted activity on an invoice is now available along with the invoice. Activity dated from February 1, 2016, and later is available.

Closed Invoices

Type: All Invoice Date: Last 90 Days (September 15, 2016 - December 14, 2016)

PAY OPEN INVOICES INVOICE DELIVERY OPTION

Invoice Type	Customer ID	Invoice	Details	Invoice Date	Due Date	Invoice Amount	Invoice Balance
GASBE				11/15/2016	11/15/2016	\$222,554.11	\$0.00
MREGN				10/05/2016	10/05/2016	\$4.00	\$0.00

-\$4.00 Posted Activity

- \$1.00 E-Bill Reallocation (EBILL) submitted by on 12/06/2016
- \$1.00 E-Bill Reallocation (EBILL) submitted by on 12/06/2016
- \$1.00 E-Bill Reallocation (EBILL) submitted by on 12/03/2016
- \$1.00 E-Bill Reallocation (EBILL) submitted by on 12/03/2016

Invoices - Invoice Deliver Options

1. Navigate to the Invoice Deliver Option section to request mailed invoices.
2. Selection of invoice types
 1. Please select to enable paper invoices for the following invoice types. FINRA's preferred invoice delivery method is E-Bill. Updates to this page will be reflected on future dated invoices only and will be at the firm level.
 2. Some invoice types are selected by default to address regulatory requirements.

Invoice Delivery Option

Please select to enable paper invoices for the following invoice types. FINRA's preferred invoice delivery method is E-Bill. Updates to this page will be reflected on future dated invoices only and will be at the firm level.

PAY OPEN INVOICES CLOSED INVOICES

Invoice Type

☒ Advertising Regulation Electronic Filings (ADVRG)

☒ Arbitration/Mediation (MTRCS)

AutoPay

E-Bill users can set E-Bill to set parameters to automatically pay invoices and fund their FINRA Flex-Funding account. Based on the parameters, E-Bill will automatically initiate a payment on the user's behalf using the user's saved ACH account information.

Setting a Flex-Funding Account AutoPay

Procedures:

1. Select the AutoPay tab and click on the Manage AutoPay.

Firm Gateway

Home Forms & Filings Firm Profile **E-Bill** User Administration

E-Bill Overview Flex-Funding Account Renewal Invoices **AutoPay** Alerts Help

E-Bill Overview » AutoPay: Manage AutoPay

Manage AutoPay

2. Select the 'New AutoPay' dropdown and click on the Flex-Funding Deposit.

E-Bill Overview » AutoPay: Manage AutoPay

Manage AutoPay

You can set up an AutoPay for Flex-Funding or Invoices for your convenience. This list reflects the AutoPay set up for your Firm.

Click "New AutoPay" at the top right to set-up your first AutoPay.

New AutoPay

Flex-Funding Deposit

Invoice Payment

3. Setting up New Flex-Funding AutoPay

1. Select the frequency by entering the deposit amount and the threshold amount
2. Choose a previously saved payment method or you may prefer to use a 'New Bank Account'. In case of a 'New Bank Account', FINRA will not retain ANY information regarding your bank account. All information supplied will be forwarded to the payment network for processing, the payment provider will automatically retain your information. FINRA will re-use this information for submitting future payments so that you do not have to re-enter the payment information every time.
3. Accept the terms and conditions
4. Save your new deposit.

New AutoPay: Flex Funding Deposit

1 **Frequency**
Deposit \$ whenever the Flex-Funding balance falls below \$

2 **Payment Method**
Choose Payment Method

3 **Terms and Conditions**
☐ By checking this box, I certify that I have read and understand all of the terms of the **FINRA E-Bill Terms and Conditions Agreement** and intend to form a binding agreement with FINRA on those terms without modification or amendment thereto. If I am accepting this agreement on behalf of an organization, I certify that I have the authority of that organization to enter into this agreement.

All correspondence regarding this automatic payment will be sent to

4 CANCEL SAVE NEW DEPOSIT

3. Setting up New Invoice AutoPay

1. Choose from available invoice types – if an invoice type is not available it is because it has been previously setup or this invoice type is not available for your firm.
2. Select the frequency by determining how many days after invoice generation date should an invoice be paid.
3. Choose a previously saved payment method or you may prefer to use a 'New Bank Account'. In case of a 'New Bank Account', FINRA will not retain ANY information regarding your bank account. All information supplied will be forwarded to the payment network for processing. the payment provider will automatically retain your information. FINRA will re-use this information for submitting future payments so that you do not have to re-enter the payment information every time.
4. Accept the terms and conditions
5. Save your new deposit.

New AutoPay: Invoice Payment

1 **Invoice Type**
Choose Invoice Type

2 **Frequency**
Pay full invoice amount 1 day(s) after invoice is generated.

3 **Payment Method**
Choose Payment Method

4 **Terms and Conditions**
☐ By checking this box, I certify that I have read and understand all of the terms of the **FINRA E-Bill Terms and Conditions Agreement** and intend to form a binding agreement with FINRA on those terms without modification or amendment thereto. If I am accepting this agreement on behalf of an organization, I certify that I have the authority of that organization to enter into this agreement.

All correspondence regarding this automatic payment will be sent to

5 CANCEL SAVE NEW DEPOSIT

4. Review and update your subscription

1. You may review your subscriptions in the review grid
2. You may delete your subscriptions and recreate new ones in case you wish to change them

Manage AutoPay

• Your AutoPay subscription request has been accepted.

You can set up an AutoPay for Flex-Funding or Invoices for your convenience. This list reflects the AutoPay set up for your Firm.

1

Account or Invoice	Frequency	Amount	Payment Method	Created By	Last Updated
FINRA Flex-Funding Account (CRDRG)	Whenever balance falls below \$75.00	\$1,500.00	Bank account ending in 9809	793	09/21/2017 2 Delete

New AutoPay

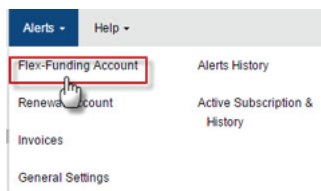
Alerts

E-Bill users can set email subscriptions for events in E-Bill, such as Flex-Funding Account selections, Renewal statement Selections, Invoices, and General Settings.

Setting a Flex-Funding Account Alert

Procedures:

1. Select the Alerts tab and click on the Flex-Funding Account option.

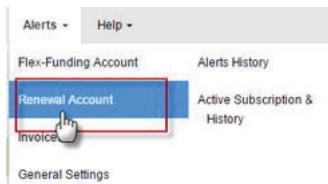


2. There are three Alerts related to the Flex-Funding account - if the Account's sufficient balance is below a specified number; if the Account's sufficient balance is above a specified number; or if funds are withdrawn for purposes unrelated to CRD/IARD Fees.

Setting a Renewal Statement Alert

Procedures:

1. Select the **Alerts** tab and click on the **Renewal Statement** selection.

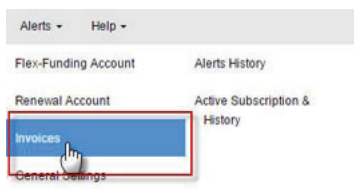


2. There are six alerts related to the Renewal Statement - preliminary renewal statements; final renewal statements; preliminary renewal statement payment posted; final renewal statement paid in full; preliminary renewal statement due within a specified amount of days; and the final renewal statement due in a specified amount of days.

Setting an Invoice Alert

Procedures:

1. Select **Alerts** tab and click on the Invoices option.



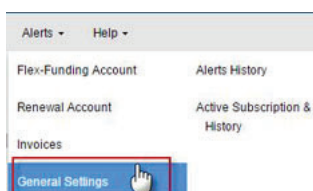
2. There are three alerts related to Invoices - when a new invoice is available; when an invoice is due in a specific number of days, and when an invoice is past due a specific number of days. Invoices Alerts can be set up for any of the Invoice types.



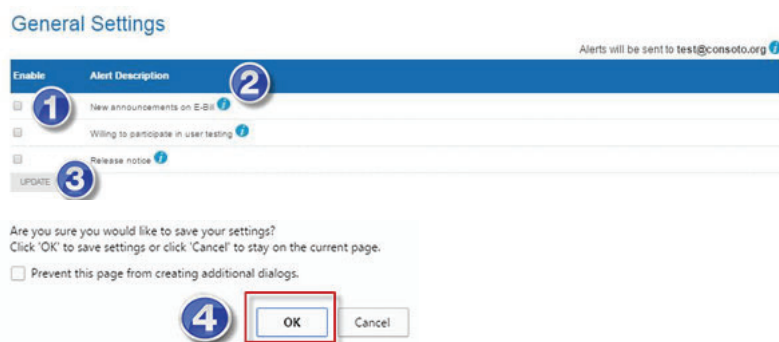
Alerts General Settings

Procedures:

1. Select the **Alerts** tab and click on General Settings



2. There are three alerts related to General Settings - New Announcements on E-Bill, Willing to participate in user testing and release notice.

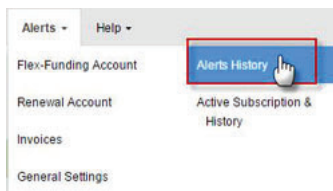


Alerts History

Alerts are sent out via email and stored in the Alerts History Section.

Procedures:

1. Select the **Alerts** tab and click on Alert History



2. The alerts that have been sent via email are displayed on the Alert History page.

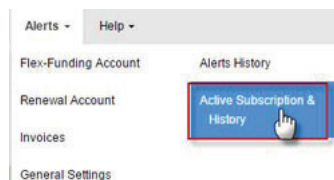
3. Click the Alert Type filter to sort by a specific alert type.

Alerts Active Subscription and History

Current alert subscriptions and a history of subscription activity for a 12 month period are displayed in the Active Subscriptions and History page.

Procedures:

1. Select the **Alerts** tab and click on Active Subscription and History.



2. The Active Subscription and History page displays a table with all active alerts.



Alerts Active Subscription and History SAA View

The SAA view differs from the standard signed-in user. The SAA has read-only ability to review alerts that have been subscribed to by other user(s). However, the SAA cannot subscribe users to Alert subscriptions. **Each user must subscribe to alerts individually.**

Reports

1. Financial transactions are available as downloads via the reports tab.
2. Relevant parameters can be selected before generating the reports.
3. Reports can be generated as PDF and CSV.

Procedures:

E-Bill Terminology

Flex-Funding Account – The Flex-Funding account is the primary account in which firms deposit funds for day-to-day registration transactions to occur or invoices be paid.

Renewal – Financial activity related to the annual renewal program, including the Renewal Statement and historical renewal payments.

Sufficient Account Status – Projected Balance of firm's Flex-Funding Account is \$0.01 or more. Sufficient status is indicated by a positive number.

Deficient Account Status – Projected Balance of firm's Flex-Funding Account is \$0.00 or less. Deficient status is indicated by a negative number. If the firm's account balance goes below \$0.00 at any point throughout the day, the firm's account status will become Deficient and fees will not be processed until the account becomes Sufficient again.

Estimated Balance – This is an ESTIMATE ONLY and may be subject to additional transactions that are not reflected due to overnight processing. Estimated Balance is the net of Last Posted Balance and any Funds Deficient Transactions and Pending Transactions.

Estimated Balance Status – The Estimated balance status is defined as Sufficient or Deficient and is dependent on the running balance.

Last Posted Balance - This balance includes transactions posted to the account. Transactions are posted during overnight processing – please refer to www.finra.org/ebill/ for the processing schedule.

Funds Deficient Transactions - Registration/exam requests that are held until there are sufficient funds in the Last Posted Balance to pay for all Funds Deficient Transactions.

Pending Transactions - Transactions submitted via E-Bill and CRD/IARD but not yet been posted to the account. Pending checks and wires are not included. Pending transactions are generally posted during the next overnight processing cycle and then reflected in the Posted Balance.

Beginning Balance – Posted balance at the beginning of selected date range.

Ending Balance – Posted balance at the end of the selected date range.

Deposits – Deposits made into the Flex-Funding Account.

Fees – Day-to-day registration transactions

Withdrawals – Any funds withdrawn from the firm's Flex-Funding Account that are not related to the CRD/IARD.

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