

# Local Advertising Request Form (Ad Builder)

Financial Advisors must consult Morgan Stanley Local and Internet Advertising Guidelines on 3DR or Ad Builder for complete ad request process and required guidelines. Branch approval of the ARF is for budget and expense purposes only. Approval of ad subject, content matter and FA information is managed through Ad Builder automated approval system. See Local Ad Guide for further details.

1. Advertising Request

**2. Branch Approvals** (Sr. CSM or Sr. CRO for Print and Media Managers for Web Banners)

**3. Region Approvals** (RBSO and RRO for Print and Sr. CSM or Sr. CRO for Web Banners)

Please retain a copy of the approved ARF along with a copy of the final ad for branch records.