**Exhibit A**

**Ad Review Checklist**

**Ad title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Campaign: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Launch Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**By submitting this ad for review and signing below, I certify that I have reviewed the ad and all claims made in the ad are (1) factually accurate and approved by in-house product experts, (2) consistent with other USPS published materials and the advertising guidelines and best practices, (3) supported by a reasonable basis, and (4) for campaign related materials, consistent with the product specifications, legal guidelines and approved style guides. I further certify that all information provided in this checklist is complete and accurate.**

Submitter’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| **Questions** | | | **Answers** |
| --- | --- | --- | --- |
| **If you answer no to any of the main (numbered) questions, skip to the next main question.** | | | | |
| **General** | | |  |
| 1. Was this ad created by an ad agency or Four75? | | | Yes/No |
|  | | * Which ad agency? * If neither, then who created it? | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | | |  |
| 1. List all media where this ad will be displayed (TV, radio, usps.com, Facebook, Twitter, YouTube, retail stores, e-mail blast, direct mail ad, etc.)? | | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | | |  |
| 1. Who is the target audience for this ad? 2. Does the ad include all standard disclaimers and otherwise incorporate all best practices from the Advertising Guidelines and Best Practices (Exhibit D to the USPS Ad Review Procedural Guidelines)? 3. Does the ad content constitute “native advertising” (i.e., it resembles non-advertising content on the same platform – can include news, editorial, TV/radio/Internet programming, third party social media/online video, etc.)?  * If so, does the content (and any links or other “door openers” to the content, if applicable) clearly and prominently disclose that it is an advertisement created by or for the USPS? | | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Yes/No  Yes/No  Yes/No |
|  | | |  |
| 1. Was this ad or a related ad submitted for review previously? | | | Yes/No |
|  | | * Who reviewed the prior/related ad?   **NOTE**: If this ad is a resubmit, you must include initial response from the Law Department and you must comment on how each point previously raised has been addressed. If the new material is not redlined to show changes, review may take longer.   * Have you submitted all required resubmission materials? * Have you commented on how **each point** raised in the initial review has been addressed, submitted a redline or limited the scope of the resubmission? | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Yes/No    Yes/No |
|  | | |  |
| 1. What is the size of the ad (print and/or electronic presentation)?   **Other Parties**   1. Does this ad include a link to an external website or page?  * Does the ad comply with the MI on the Web Site Affiliation Program (AS-610-2012-3) (see <https://about.usps.com/management-instructions/as610123.pdf>)? | | | Final Size:  Yes/No  Yes/No |
|  | |  |  |
| 1. Does this ad include a testimonial/statement regarding the Postal Service’s brand, products or services by a third-party? | | | Yes/No |
|  | | * Is the speaker’s release attached? | Yes/No |
|  | | * Is the company’s release attached (if applicable)? | Yes/No |
|  | | * Has the speaker been compensated or otherwise benefitted in any way, or does he or she have any relationship with the Postal Service? | Yes/No |
|  | | * Is the statement current, honest and substantiated? | Yes/No |
|  | | * Does the speaker still use the mentioned product? | Yes/No |
|  | | * Does the statement reflect the generally expected result or is there a disclaimer indicating that results are not typical? | Yes/No |
|  | | * If the speaker is or represents an organization, does the statement reflect the collective judgment of the organization (this could be confirmed in a release that is signed by an officer on behalf of the organization)? | Yes/No |
|  | | * Is the speaker an expert (an individual or organization with knowledge of a particular subject superior to what ordinary individuals generally acquire) in the subject matter being discussed? * Does the party describing its use of Postal products have a Nondisclosure Agreement (NDA) with the Postal Service? If yes, please provide a copy. * Does the party describing its use of Postal products have a Negotiated Services Agreement (NSA) with the Postal Service? If yes, please provide a copy. | Yes/No  Yes/No  Yes/No |
| 1. Regardless of the answer(s) to question 9 above, does this item include information about or in any way refer to (a) any business other than the Postal Service or (b) any product or service offered by another business?  * If so, you first must obtain clearance from the ethics office through “Ethics Help” ([ethics.help@usps.gov](mailto:ethics.help@usps.gov)) and attach the email from the Ethics Office approving the item/initiative. * Have Corporate Communications, Supply Management, and Brand & Policy (as applicable) approved the reference? | | | Yes/No  Yes/No | | |
| 1. Is the ad co-branded with FedEx or another third party or does it discuss a co-branded product (such as GXG)? | | | Yes/No | | |
|  | * Is the license agreement attached? | | Yes/No | | |
|  | * Is the co-party’s ad approval attached? | | Yes/No | | |
|  |  | |  | | |
| **Privacy** | | |  | | |
| 1. In connection with the ad, will you collect or display personal information? | | | Yes/No | | |
|  | * Has the Privacy Office approved this? | | Yes/No | | |
|  | * Will information be collected from individuals under the age of 14? | | Yes/No | | |
|  |  | |  | | |
| **Intellectual Property Rights** | | |  | | |
| 1. Is the ad related to a stamp? | | |  | | |
|  | * Who from Stamp Services and Stamp Development approved the ad? | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | * Is the signed Philatelic Agreement attached and are all other releases attached? * If not, why not? | | Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  |  | |  | | |
| 1. Does the ad include any person’s image, name and/or likeness? | | | Yes/No | | |
|  | * Are releases attached for each person (including parent releases for any minors)? * If not, why not? | | Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  |  | |  | | |
| 1. Does this ad quote, copy, or reference material not created by or for the Postal Service?  * If yes, have you provided the terms and conditions, written permission or license granting USPS permission to use this material as proposed? * If not, why not?  1. Does the ad include any photographs? | | | Yes/No  Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Yes/No | | |
|  | * Which of the following are attached: (1) the photographer’s license/permission; (2) the stock photo agreement, terms of use and purchase order, or (3) a release if the photo is not in the scope of the USPS employee’s duties? * If these documents are not attached, why not? | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| 1. Does the ad reference any established USPS trademarks? | | | Yes/No | | |
|  | * Is the first reference to any such mark followed by a ™ or ® as required by USPS online trademark list (see <http://blue.usps.gov/uspslaw/Trademark.htm>)? | | Yes/No | | |
| 1. Does the ad reference any new names, headers, logos, icons or slogans or other text or graphics used in a trademark-like manner? If so, they must be searched to ensure USPS does not infringe another company’s marks. | | | Yes/No | | |
|  | * List them here: | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | * Are trademark search opinions attached? | | Yes/No | | |
|  | * If not, why not? * By when do you need the searches run? | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | * Which marks, if any, would you like to use on an ongoing basis? | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  |  | |  | | |
| 1. Does the ad include any externally created designs, images, graphics or products? | | | Yes/No | | |
|  | * Is a licensing agreement or terms of use attached? * If not, why not? | | Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  |  | |  | | |
| 1. Does the ad use any music? | | | Yes/No | | |
|  | * Are the music rights attached? | | Yes/No | | |
|  | * Are the mechanical licensing rights attached? | | Yes/No | | |
|  | * Are the synchronization rights attached? * If not, why not? | | Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  |  | |  | | |
| **Email Blasts** | | |  | | |
| 1. Does the ad involve an e-mail blast? | | | Yes/No | | |
|  | * Does the e-mail comply with the MI on Marketing E-Mails (AS-350-2004-4) (see <https://about.usps.com/management-instructions/a350044.pdf>)? | | Yes/No | | |
|  | * What is the subject line? | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | * What is the name and address in the “From” line? | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | * Did you run the address list through the opt-out list? | | Yes/No | | |
|  | * Can customers opt out of future emails? | | Yes/No | | |
|  | * Does the email include a link to the Postal Service’s privacy policy? | | Yes/No | | |
|  | * Does the email provide a physical address where recipients can provide feedback? | | Yes/No | | |
|  |  | |  | | |
| **Contests, etc.** | | |  | | |
| 1. Does this ad include a contest, sweepstakes, lottery or similar initiative? | | | Yes/No | | |
|  | * Who does the initiative target? | | Employees/Public | | |
|  | * Is a third-party vendor processing the initiative and establishing official rules? | | Yes/No | | |
| **Children** | | |  | | |
| 1. Does this ad in any way target children? | | | Yes/No | | |
|  |  | |  | | |
| **Sustainability** | | |  | | |
| 1. Will this ad be printed and/or be a physical object? 2. Has a printer/producer already been selected? | | | Yes/No  If No, skip to 26.  Yes/No  Please fill out the “No” or “Yes” section below, as applicable per your answer. | | |
|  | **No**, printer has not been selected because (circle A or B):   1. Printed in-house or on as-needed basis (example: sell sheet by sales staff). **NOTE:** In-house printing still 1) as is the norm in the Postal Service, should be done on paper that is at least 30% Post-Consumer Recycled Paper and 2) have the words “Please Recycle” on it. 2. Ad agency is in the process of selecting a printer.   **NOTE:** You *must* provide an updated checklist with answers for all questions under “Yes, printer is selected” once it has been selected. This should be sent to the Law Department Ad Review mailbox with Virginia Moderow of Sustainability CC’ed ([virginia.x.moderow@usps.gov](mailto:virginia.x.moderow@usps.gov)).  **Yes,** printer is selected. Please answer each question below: | |  | | |
|  | * Is the printer/producer bound by a supply management contract with USPS? * Which environmental logo and license code will the printer display on product? **NOTE:** Printer must be Sustainable Forest Initiative (SFI), Forest Stewardship Council (FSC), or Cradle to Cradle (C2C) certified. | | Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  | * Did the provider present their certificate of proof of FSC, SFI, or C2C (cradle-to-cradle) eligibility? * Is scanned copy of certificate attached to checklist? * Is the printer’s verification letter (Exhibit C) attached? * Does the printer know and agree to responsibly place their current certification icon, license code, and the words “Please Recycle” on the product being printed? * If none of the above is applicable or provided, why not (e.g., exception sought for special job)?   **NOTE:** If the piece is of a unique design and/or quality that will not allow the use of recycled content paper, or the printer is not SFI, FSC or C2C certified, an exception can be requested explaining the reason for the exception.  These exceptions should not occur very often, and definitely should not be the norm. | | Yes/No  Yes/No  Yes/No  Yes/No  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
|  |  | |  | | |
| 1. Does this ad portray behaviors that do not support USPS sustainability goals which include reducing fuel and energy usage, recycling, utilization of recycled content materials, and following environmental regulations? | | | Yes/No | | |

Last updated: January 25, 2017.