



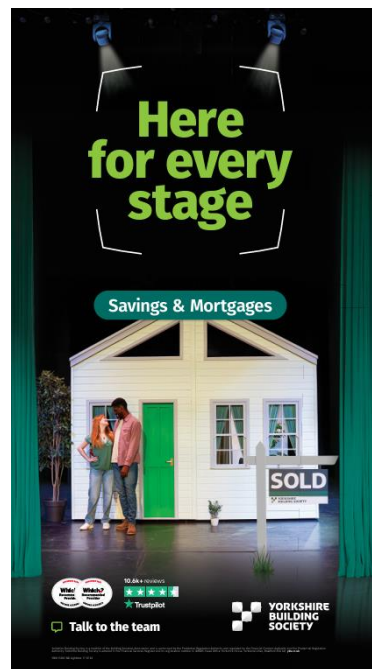
**YORKSHIRE
BUILDING
SOCIETY**

**Poster Checklist
Branch and Agency
3.8.26**

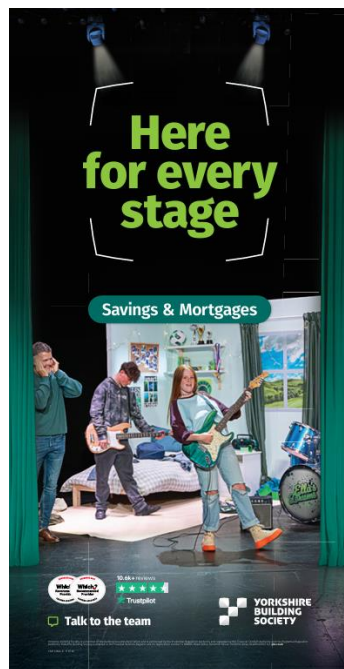
Items to display

Item	Format	Code	Display from	Priority and Instructions
NEW: Brand Campaign – Here for Every Stage	External posters	YBM13384, YBM13385	Display when received	Display in external poster holders and store when not in use
ISA 2026	Internal and External	YBM13762, YBM13773, YBM13783	09 March 2026	Display and store if not in use
Right up your street – loyalty mortgage	Internal	YBM 13573	Store until further notice	Display and store if not in use
Right up your street – General mortgages	External	YBM 13610	Store until further notice	Display and store if not in use

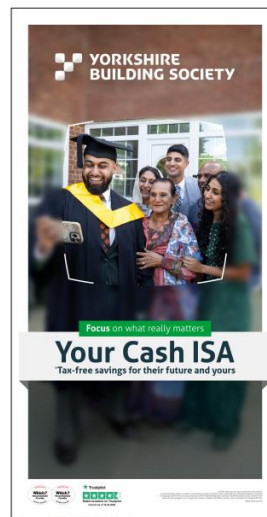
YBM13385



YBM13384



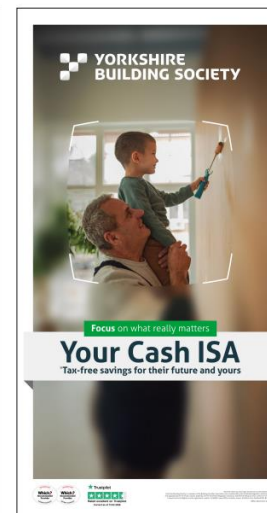
YBM 13762



YBM13773



YBM13784



YBM 13573



YBM 13610

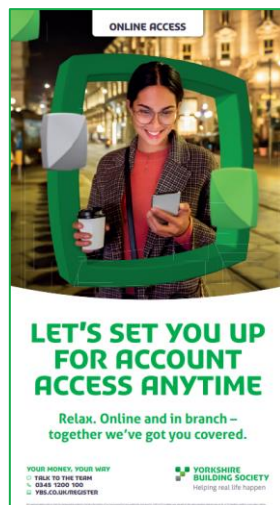




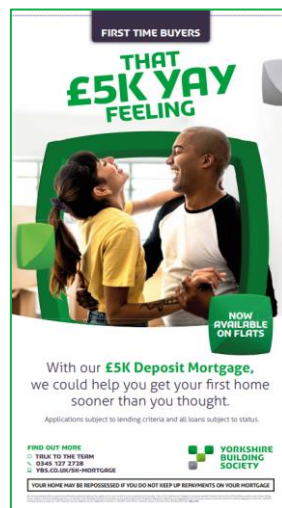
Items to display

Item	Format	Code	Display from	Instructions
Always On E-Enablement	Poster	YBM11566	Continue to display	Display and store if not in use
5K Posters	External / Pavement Poster	YBM11468	Continue to display	Display and store if not in use
FareShare Always On	Poster	YBM11776	Continue to display	Display and store if not in use
Walk-in availability	Pavement Poster	YBM11416	Continue to display	Branch and agencies with a pavement holder. Display and please store when not in use.
Savings Appointments	Pavement Poster	YBM12546	Continue to display	Branch and agencies with a pavement holder. Display and please store when not in use.
Insurance	Pavement Poster	YBM13530	Ongoing	Branches with a pavement stand – display and store when not in use

YBM11566



YBM11468



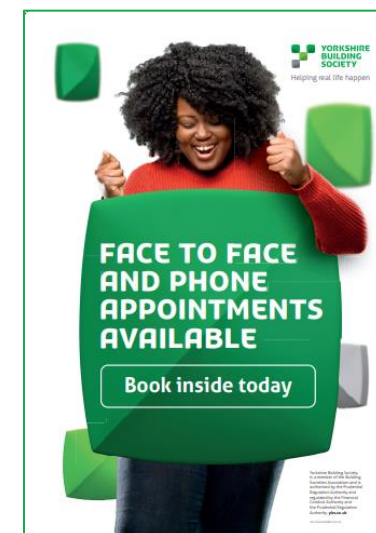
YBM 11776



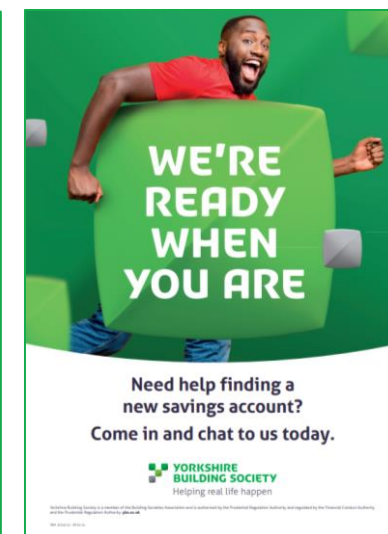
YBM13530



YBM 11416



YBM 12546

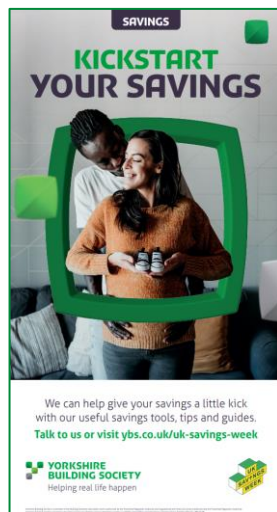




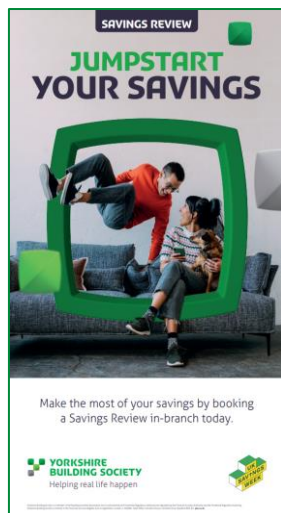
Items to destroy

Item	Format	Code	Display from	Instructions
MILPA Poster	Poster / Pavement Poster / Ext	YBM11506	Destroy	Destroy if still kept in storage
UKSW (UK Savings Week) 2024 assets being re used.	Internal and External	YBM 11570 / 11571	Destroy	
UKSW (UK Savings Week) 2024 assets being re used.	Bunting and Pull Up Banner	N/A	Destroy	
YBS Member Masterclass – Cash ISAs	A4 Strut Card	YBM13511	Destroy	
Ways of Saving – Passbook promotion	Pavement Poster	YBM11357	Destroy	

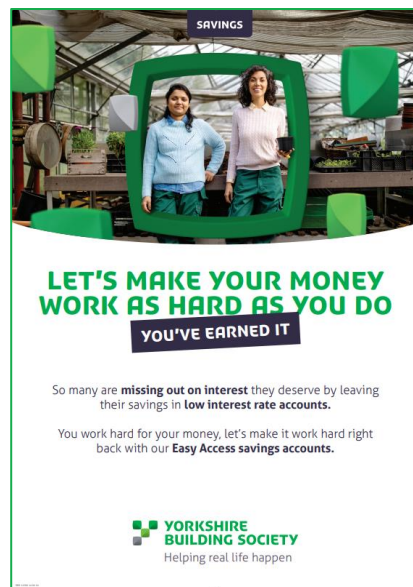
YBM11571



YBM11570



YBM11506



YBM 13511

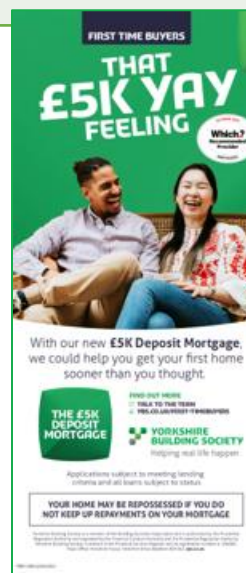


YBM 11357



Items to destroy contd.

Item	Format	Code	Date	Instructions
ISA – Rate pavement poster		YBM13794		Remove and destroy
Passback Campaign 2025	Poster / Pavement Poster	YBM13662	07/05/25	Remove and destroy
5k Deposit Mortgage	External Poster	YBM11468		Branch only. Destroy
Loyalty Posters	Internal	YBM13166		Destroy
Always On Savings (Loyalty)	Poster	YBM11565		Destroy
Mutuality Matters	External poster	YBM11712		Destroy
Mutuality Matters	Internal poster	YBM11468		Destroy
YBM13662	YBM11712	YBM11745	YBM13166	YBM 11565



To check which leaflets you should be displaying, visit:

[Literature Inventory & Important Information Board](#)

[- Intranet \(ybs.co.uk\)](#)

YORKSHIRE BUILDING SOCIETY

Five Access ISA

3.85%

Tax-free[†] per year/AER[†] variable*

Save from £1 in this Cash ISA. Interest is paid once. Add money whenever you like and leave it to grow for a year.

Need to dip in? You can take money out on any 5 days. Account closure is allowed. Apply in branch or by post.



Need some help?

I don't have enough space to display all current campaign posters:

Locations with limited poster sites should display the posters marked as priority.

My items haven't arrived:

Most items are sent via DPD/TNT which is a courier our external printers Paragon use so please allow two working days from expected delivery before emailing retailcampaigns@ybs.co.uk

I'm missing a poster or need a replacement:

Some marketing materials will be available to order on the PEP system, so please check there in the first instance.

If the item you're looking for isn't on PEP, please email retailcampaigns@ybs.co.uk with the artwork code (which you'll find at the bottom of the poster e.g YBM12345 01 01 20) and the size of the poster you require ([see this guide](#)).