

**YORKSHIRE
BUILDING
SOCIETY**

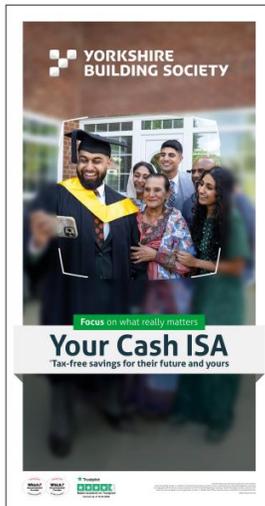
**Poster Checklist
Branch and Agency**

09.03.26

Items to display

Item	Format	Code	Display from	Priority and Instructions
ISA 2026	Internal and External	YBM13762, YBM13773, YBM13783	09 March 2026	Display until further notice – use all available poster sites. Remove and store all other marketing posters until after ISA season.
Right up your street – loyalty mortgage	Internal	YBM 13573	Store until further notice	
Right up your street – General mortgages	External	YBM 13610	Store until further notice	
Always On E-Enablement	Poster	YBM11566	Store until further notice	
5K Posters	External / Pavement Poster	YBM11468	Store until further notice	
FareShare Always On	Poster	YBM11776	Store until further notice	

YBM 13762



YBM13773



YBM13784



YBM 13573



YBM 13610



YBM11566



YBM11468



YBM 11776





Items to display

Item	Format	Code	Display from	Instructions
YBS Member Masterclass – Cash ISAs	A4 Strut Card	YBM13511	Continue to display	Display and store when not in use
Ways of Saving – Passbook promotion	Pavement Poster	YBM11357	Continue to display	Branch and agencies with a pavement holder. Display as you wish and please store when 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

YBM13530



YBM 13511



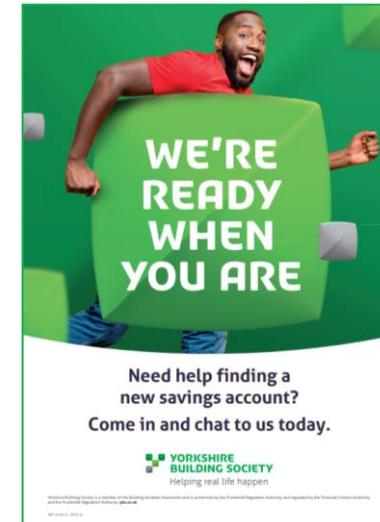
YBM 11357



YBM 11416



YBM 12546





Items to remove and store

Item	Format	Code	Display from	Instructions
MILPA Poster	Poster / Pavement Poster / Ext	YBM11506	Ends 07/03/2025	Remove 07 March. Store when not in use, do not destroy.
UKSW (UK Savings Week) 2024 assets being re used.	Internal and External	YBM 11570 / 11571	12th sept – 29th sept	All branches/ agencies should have kept last year's posters as instructed. Display from 12th sept 2025- 29th sept 2025, and store when not in use.
UKSW (UK Savings Week) 2024 assets being re used.	Bunting and Pull Up Banner	N/A	12th sept- 29th sept	Display from 12th sept 2025- 29th sept 2025 and store when not in use.

YBM11571



YBM11570



YBM11506



Items to destroy

Item	Format	Code	Date	Instructions
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	YBM11745		Destroy

YBM13662



YBM11712



YBM11745



YBM11468



YBM13166



YBM 11565



To check which leaflets you should be displaying, visit: [Literature Inventory & Important Information Board - Intranet \(ybs.co.uk\)](#)



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](#)).