



Better Business Bureau of Central & Eastern Kentucky

1460 Newtown Pike, Suite 100
Lexington, KY 40511
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REQUEST FOR BBB ADVERTISING REVIEW

Contact the BBB if you see advertising that you think doesn't say what it means or means what it says

Advertiser Name: _____ Advertiser Address: _____

Your Name/Your Company Name (optional): _____

Your Phone Number (optional): _____ Date/Time of Advertisement(s): _____

Description of Questionable Ad: _____

TYPE OF ALLEGED VIOLATION(S) CONTAINED IN THE ADVERTISEMENT:

(Common violations are listed for your convenience, but this is not intended as an inclusive list.)

"Bait & Switch" Advertising: Refused to Show or Downplayed Advertised Product Product Not Available

Free: Asterisk Conditions Not Conspicuous

Credit: Terms Not Listed

Sales: "Up To % Off" Misleading Continuous "Sale"
 Going Out Of Business Sale With No Required Disclosures

Superiority Claims: OBJECTIVE CLAIMS REQUIRE SUBSTANTIATION

Factory Direct/Wholesale: ALL PRICE CLAIMS NEED SUBSTANTIATION

Note: These terms are only permitted to be used by companies that manufacture their products themselves or directly sell primarily to retailers.

Other Problems or Questions with the Ad: _____

ADVERTISEMENT RUNNING IN/ON:

TV: WLEX/NBC WTVQ/ABC WKYT/CBS WDKY/FOX Cable Channel: _____

Radio: Greater Lexington area:

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> WVLK/590 AM | <input type="checkbox"/> WLAP/630 AM | <input type="checkbox"/> WLXG/1300 AM | <input type="checkbox"/> WBVX/92.1 FM |
| <input type="checkbox"/> WLXX/92.9 FM | <input type="checkbox"/> WMXL/ 94.5 FM | <input type="checkbox"/> WLXO/96.1 FM | <input type="checkbox"/> WGKS/96.9 FM |
| <input type="checkbox"/> WBUL/98.1 FM | <input type="checkbox"/> WKQQ/100.1 FM | <input type="checkbox"/> WLRO/101.5 FM | <input type="checkbox"/> WLTO/102.5 FM |
| <input type="checkbox"/> WXZZ/103.3 FM | <input type="checkbox"/> WLKT/104.5 FM | <input type="checkbox"/> WMKJ/105.5 FM | <input type="checkbox"/> WCDA/106.3 FM |
| <input type="checkbox"/> WBTF/107.9 FM | <input type="checkbox"/> Other: _____ | | |

Print: Lexington Herald-Leader Other Newspaper _____ Magazine: _____

Other: Outdoor/Billboard- Location: _____ Direct Mail Internet

Other: _____

PLEASE RETURN THIS FORM AND COPY OF ADVERTISEMENT (if possible) TO THE BBB
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