



**YORKSHIRE  
BUILDING  
SOCIETY**

**Poster Checklist  
Branch and Agency  
24.04.25**



# Items to display

Item	Format	Code	Display from	Priority and Instructions
<b>Passback Campaign 2025</b>	<b>Poster / Pavement Poster</b>	<b>YBM13552</b>	<b>01/05/25</b>	<b>Display from 01/05/25 and store when not in use</b>
Mutuality Matters	External poster	YBM11712	Ongoing	Display and store when not in use
Mutuality Matters	Internal poster	YBM11745	Ongoing	Display and store when not in use
A way nicer Cash ISA	External poster	YBM13510	11/03/2025	Display where allocated throughout ISA season 2025
A way nicer Cash ISA	Internal poster	YBM13509	11/03/2025	Display where allocated throughout ISA season 2025
Always On E-Enablement	Poster	YBM11566	Ongoing	Display and store when not in use
Always On Savings (Loyalty)	Poster	YBM11565	Ongoing	Display and store when not in use
MILPA Poster	Poster / Pavement Poster / Ext	YBM11506	Ends 07/03	Remove 07 March. Store when not in use, do not destroy.
5K Posters	External / Pavement Poster	YBM11486 21.1.2025	05/02/2025	Do not Display until 05/02/2025. Store when not in use.
Loyalty Posters	Internal	YBM13166	Ongoing	Display and store when not in use

**YBM13552**

**YBM11712**

**YBM11745**

**YBM13510**

**YBM13509**

**YBM13166**

**YBM11565**

**YBM11486**

Our savers received over  
**£1 BILLION**  
MORE INTEREST  
than the market average  
over the last 3 years.

**IT ALL ADDS UP**  
Source: CACI's Current Account and Savings Database (CSDB), Stock  
Data period January 2022 - December 2024.  
Correct as of 30 April 2025

**WHICH?**  
Rated Excellent on Trustpilot

**YORKSHIRE BUILDING SOCIETY**  
Helping real life happen

**WE'RE IN THIS TOGETHER**  
**THE FEELING'S MUTUAL**

Unlike banks we're owned by you, so our profit is reinvested into better products to support you.

**FIND OUT WHY MUTUALITY MATTERS**  
TALK TO THE TEAM  
0345 1200 100  
YBS.CO.UK/TOGETHER

**YORKSHIRE BUILDING SOCIETY**  
Helping real life happen

**WE'RE IN THIS TOGETHER**  
**THE FEELING'S MUTUAL**

We're owned by you, so our profit is reinvested to support our savers. Paying more than the market average, each year for over 10 years.

**FIND OUT WHY MUTUALITY MATTERS**  
TALK TO THE TEAM  
0345 1200 100  
YBS.CO.UK/TOGETHER

**YORKSHIRE BUILDING SOCIETY**  
Helping real life happen

**A WAY NICER CASH ISA**

Get more out of life with tax-free interest.

Our Cash ISA rates have been above the market average for over 10 years.

**YORKSHIRE BUILDING SOCIETY**  
Reach tomorrow together

**A WAY NICER CASH ISA**

Get more out of life with tax-free interest.

Switch to our Cash ISA and we could help give your savings a new lease of life.

**YORKSHIRE BUILDING SOCIETY**  
Reach tomorrow together

**A MORTGAGE PERK FOR OUR LOYAL SAVERS**

If you've held a savings account with us for over 12 months continuously, you could get at least £250 cashback on some of our mortgages.

**YORKSHIRE BUILDING SOCIETY**  
Helping real life happen

**LET'S HOOK AN EXCLUSIVE SAVINGS RATE**

Get that winning feeling with a loyalty account

**YORKSHIRE BUILDING SOCIETY**  
Helping real life happen

**THAT £5K YAY FEELING**

With our £5K Deposit Mortgage, we could help you get your first home sooner than you thought.

**YORKSHIRE BUILDING SOCIETY**



# 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.
FareShare Always On	Poster	YBM11776	Continue to display	Display and store when not in use

YBM 13511



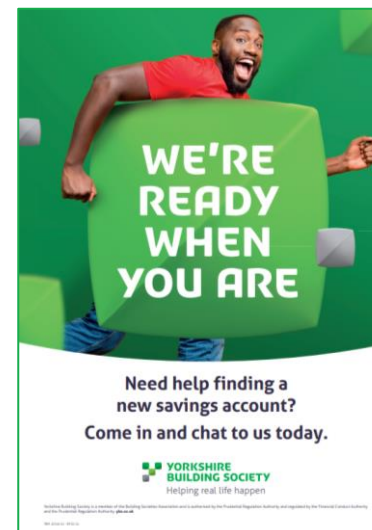
YBM 11357



YBM 11416



YBM 12546



YBM 11776



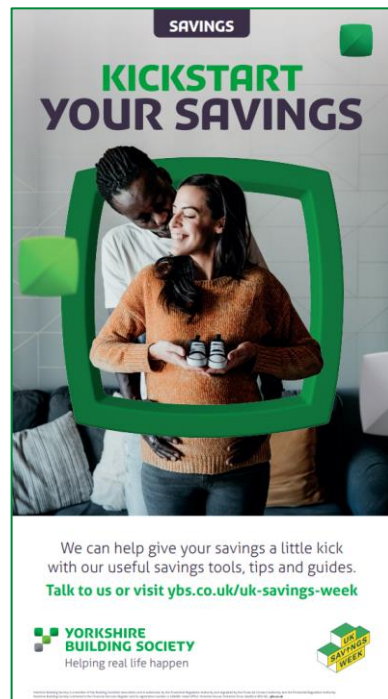




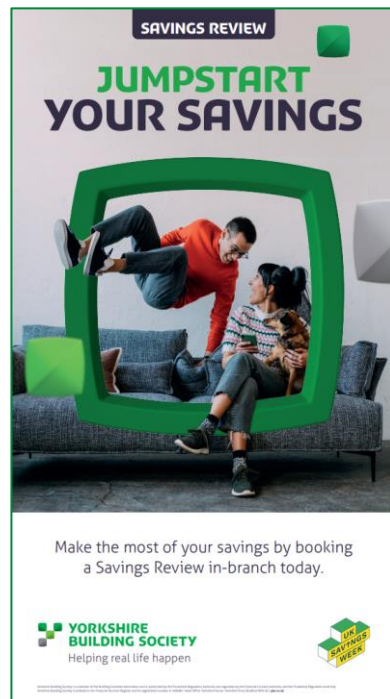
# Items to remove and store

Item	Format	Code	Display from	Instructions
UKSW (UK Savings Week) 2024	External Poster	YBM11571	Display for UKSW from 09/09/24 to 15/09/24	Remove and store for UKSW next year in 2025 – we will re-use these posters.
UKSW (UK Savings Week) 2024	Internal Poster	YBM11570	Display for UKSW from 09/09/24 to 15/09/24	Remove and store for UKSW next year in 2025 – we will re-use these posters.
UKSW (UK Savings Week)	Bunting and Pull Up Banner	N/A	Display for UKSW from 09/09/24 to 15/09/24	Remove and store for UKSW next year in 2025 – we will re-use these posters.
MILPA Poster	Poster / Pavement Poster / Ext	YBM11506	Ends 07/03/2025	Remove 07 March. Store when not in use, do not destroy.

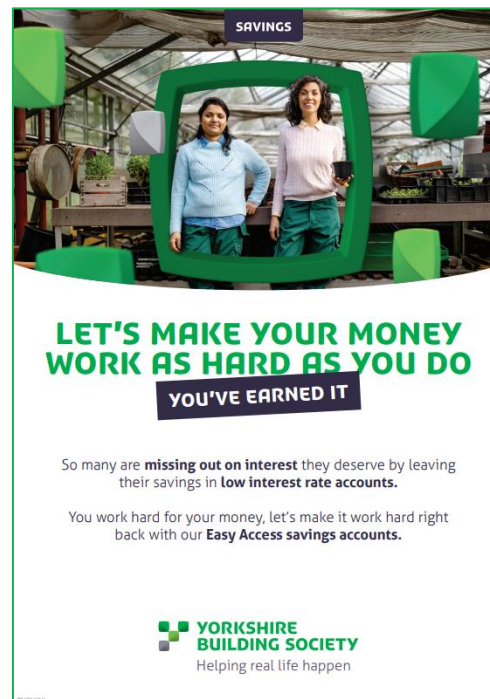
YBM11571



YBM11570



YBM 11506





# Items to destroy

Item	Format	Code	Date	Instructions
Always On – Passback 2024	Poster	YBM11492		Destroy
Always On - Fareshare	Poster	YBM11378		Destroy
Always On - FareShare	Poster	YBM11402		Destroy
5k Deposit Mortgage	External Poster	YBM11468		Branch only. Destroy
UKSW (UK Savings Week) 2024	Pavement Poster	YBM11572		Destroy
FareShare Christmas	Poster	YBM11777		Destroy
Always on – Mortgages Loyalty Cashback	Poster	YBM 13166 – 13.04.2023		Branches only. Destroy

YBM 13166



YBM11777



YBM 11492



YBM11378



YBM11402



YBM11468



YBM11572



To check which leaflets you should be displaying, visit:

[Literature Inventory & Important Information Board](#)

- Intranet ([ybs.co.uk](https://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](mailto: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](mailto: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](#)).