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## **Content Standards to Advertisements by Municipal Advisors under MSRB Rule G-40: SIFMA Letter**

### **Summary**

SIFMA provides comments to the Municipal Securities Rulemaking Board (MSRB) on the application of the content standards under MSRB Rule G-40 on advertising by municipal advisors. SIFMA and its members appreciate the MSRB's efforts to provide further guidance on the advertising rules. The mock advertisements generally are helpful and add to the understanding of Rule G-40.

[Read the Comment Letter.](#)

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