



## ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

February 08, 2022

ALPS Distributors, Inc.  
1290 Broadway, Suite 1000  
Denver CO 80203

Reference: **FR2021-1206-0020/B**

Org Id: 16853

1. White Paper - Inflation Playbook: What You Need to Know (template) (#HFA001348)  
Rules: FIN 2210, SEC 482  
4 Pages Total Fee: \$125

The communication submitted appears consistent with applicable standards.

Please note that the responsibility for the review of your firm's submissions has been transferred to the undersigned. If you have any questions about this change in analyst assignment, please feel free to contact me at (240) 386-4500.

*Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.*



***NOTE:** We assume that your filed communication doesn't omit or misstate any fact, nor does it offer an opinion without reasonable basis. While you may say that the communication was "reviewed by FINRA" or "FINRA reviewed," you may not say that we approved it.*