



Professional Truck Driver Institute

2460 W. 26th Ave., Suite #245-C, Denver, CO 80211

720-575-7444 ~ info@ptdi.org ~ www.ptdi.org

Unacceptable PTDI Course Advertising

The following is not an exhaustive list of examples. Unacceptable or questionable advertising includes:

1. Misrepresenting any of the PTDI standards.
2. Misrepresenting advertising accreditation.
3. Misrepresenting course certification. Reference to “certified” without identifying certifying body is ambiguous.
4. Advertising that a school or course has been “approved,” unless it is licensed and/or authorized by state/provincial or federal law.
5. Using a deceptive or misleading name, label, insignia or designation.
6. Failure to disclose the nature, extent and purpose of “approval” or certification.
7. Misrepresenting that courses are recommended by vocational counselors, staffing agencies, educational organizations, etc.
8. Using inaccurate or misleading testimonials or endorsements.
9. Misrepresenting facilities, services, staff qualifications, or employment opportunities.
10. Misrepresenting availability, cost or nature of financial assistance
11. Misrepresenting the nature and extent of any personal instruction, tutoring, placement assistance, etc.
12. Guaranteeing employment or a specific wage.
13. Guaranteeing “lifetime placement assistance” or “lifetime retraining” without disclosing the life to which the representation refers. (Note: the FTC interprets “lifetime” as that of the student, not the business.)
14. Misrepresenting placement statistics of the school.
15. Misrepresenting enrollment requirements or employment limitations, such as unfavorable MVR or felony conviction.
16. Issuing diplomas or certificates of completion or attainment that misrepresent the accomplishments of the student.
17. Representing that a student who graduates from a PTDI-certified course will be “certified.” (Note: The course is certified; not the graduate.)
18. Using promotional material or advertising that offers employment “Help wanted,” “Business opportunities,” etc.)
19. Failing to disclose the total cost or the school’s refund policy if the student does not complete the program.
20. Failing to disclose all requirements for successfully completing the course or program, including termination policy.
21. Using words such as “free” or “company paid” training without a disclosure of the terms.
22. Using superlatives in objective claims or implications of superiority
23. Demeaning or discrediting another school or organization.
- 24. Using one PTDI-certified course to suggest all courses are PTDI certified.**
- 25. Using a PTDI-certified course to sell enrollment in a non-PTDI-certified course.**

Note: Schools are responsible to know the advertising guidelines that affect them under accrediting bodies (if the school is accredited), state/provincial laws and regulations, and U.S. Federal Trade Commission