

**THE FLORIDA BAR
LAWYER ADVERTISING
COVERSHEET FOR DIRECT MAIL & EMAIL ADVERTISEMENTS**

Instructions: In an effort to expedite the review process please complete the following for each advertisement and, together with your cover letter mail, to: The Florida Bar, Ethics & Advertising, 651 E. Jefferson Street, Tallahassee, Florida 32399. **Filings are not accepted by fax or email.** For more information call 850-561-5780 or 800-235-8619.

ATTORNEY, LAW FIRM OR QUALIFYING PROVIDER	FILED BY MARKETER (If filed on behalf of attorney or qualifying provider.)
Firm:	Company:
Name:	Name:
Address:	Address:
Phone:	Phone:
Fax:	Fax:
Position:	*The response will be sent to the lawyer or qualifying provider responsible for the advertisement. The marketer will receive a copy if requested.
Date:	Date:

FOR ATTORNEYS AND LAW FIRMS ONLY:

Solo ___ Partners & ___ associates ___ # Of Counsel

Lawyer responsible for ad: _____

Firm letterhead enclosed

Filing Fee enclosed: (Ad will not be reviewed without filing fee.)

\$150.00 (Must be filed in final form at least 20 days prior to first airing.)

\$250.00 (Late fee if advertisement is not filed at least 20 days prior to first airing. If filing is in response to a grievance, please enclose the original advertisement.)

\$150.00 x _____ (# of ads) = \$ _____ (enclosed)

\$250.00 x _____ (# of ads) = \$ _____ (enclosed)

Make Check Payable to **The Florida Bar**

Direct Mail or Email Advertisement: Must include advertisement or email, envelope and enclosures. Check all that apply.

- Letter Post Card Brochure Newsletters (See Ad Opinion A-99-1)
- Envelope/Packaging Self-mailer Email (sample email with subject line required)

(Note: "Advertisement" must appear in a color that contrasts with the background and other text on every page or panel and the address panel.)

All enclosures are subject to review and must be included in filing.

- If a DVD is enclosed you must include an accurate transcript that includes both spoken and on-screen text.

- If a contract or information sheet is enclosed it must have "Sample – Do Not Sign."
- Follow up letters will be sent to recipients. (Additional filing fees are required.)

Intended Recipients: The following persons will receive this direct mail ad:

- Clients (Former & Current) Attorneys/Judges Referral Source Prospective clients
 Other _____

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- Targeted:** the written communication concerns a specific matter.
(Cannot reveal nature of legal problem on outside of advertisement.)

NOTE: Every direct mail advertisement "prompted by a specific occurrence" must disclose how the lawyer obtained the recipient's name and address and use the first sentence, "If you have already retained a lawyer for this matter, please disregard this letter."

- Not Targeted:** the written communication is mailed generally to persons unknown to have a specific matter. (i.e., delivered to everyone in a specific zip code, homeowners association, etc.)

30 Day Waiting Period: for personal injury or wrongful death or otherwise relates to an accident or disaster involving the intended recipient or a relative of that person, the attorney must wait at least 30 days after the injury, death, accident or disaster to mail the communication. This also includes Workers Compensation claims.

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- The direct mail ad will be used on approval from The Florida Bar.

[Note: If waiting on bar approval please do not enter a date or a late fee will be assessed]

The direct mail ad will be mailed initially on: _____

The direct mail ad will be used from _____ to _____. (dates)

Translation: If the advertisement appears in a language other than English, you must provide an accurate English translation in addition to the full transcript in the language other than English.

- English Translation Enclosed Advertisement in Language Other Than English Enclosed

Preliminary Opinion: A preliminary opinion may be issued without the expense of producing the advertisement by filing a draft of the information to be used in the advertisement together with a filing fee of \$150. Receipt of a preliminary opinion based on filing a transcript does not satisfy the filing requirement for television and radio ads. **Filers who obtain a preliminary opinion must file the final version of the television or radio advertisement at least 20 days before the advertisement's first broadcast.** On receipt of an advertisement in its final form, a final advisory opinion will be rendered.

- Final Opinion Requested Preliminary Opinion Requested

Prior filings: If you have filed a similar advertisement please provide the following information:

File Number(s): _____

Review Process: The Florida Bar must complete review of a complete filing within 15 days of receipt, unless The Florida Bar requires additional information and advises the filer within the 15 day period. In such cases, The Florida Bar will complete the review within 15 days of receipt of the additional information. If The Florida Bar fails to send the filer any communication within 15 days of a complete filing or the receipt of additional information requested, the filer will not be subject to discipline unless The Florida Bar subsequently notifies the filer of noncompliance and the filer continues to disseminate the advertisement after such notice.

(Check here if additional information is attached.) Comments:
