

**THE FLORIDA BAR  
LAWYER ADVERTISING  
COVERSHEET FOR INTERNET ADVERTISEMENTS**

**Note:** Lawyer and law firm websites are exempt from the filing requirement. However, they are required to comply with the substantive lawyer advertising rules.

*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.

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

**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 (filed at least 20 days before first publication of ad)  
 \$250.00 (late fee required if advertisement was not filed at least 20 days before first use.  
 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**

**Internet Advertisement:** The following mediums will be reviewed:

Banner Ad     Pop-up     Sponsored Link

Other: \_\_\_\_\_

The Internet 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 ad will appear on: \_\_\_\_\_

The ad will be used from \_\_\_\_\_ to \_\_\_\_\_. (dates)

**Please note if advertisement is a video or audio, a transcript of the advertisement including spoken and on-screen text is required. All other advertisements must be provided in printed form even if you are providing the advertisement on disc or flash drive.**

**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. **If a preliminary opinion is sought and obtained, the lawyer *must still file* the final version of the advertisement to receive a final opinion at least 20 days before its first planned use.**

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:

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