

**THE FLORIDA BAR
LAWYER ADVERTISING
COVERSHEET FOR PRINT 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 (filed at least 20 days prior to first publication.)
 \$250.00 (late fee required if advertisement is not filed at least 20 days prior to dissemination.)
 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**

Print Advertisement: The following mediums will be reviewed as a print ad:

Yellow Pages Magazine Newspaper Billboard
 Other: _____

The print 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 print ad will first appear in/on: _____

The print 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. **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:
