

**THE FLORIDA BAR LAWYER ADVERTISING  
COVERSHEET FOR DIRECT MAIL, E-MAIL, DIRECT MESSAGE, TEXT  
MESSAGES & TARGETED SOCIAL MEDIA 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 e-mail.** 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 (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 E-mail Advertisement:** Must include advertisement or e-mail, envelope and enclosures. Check all that apply. (Note: "Advertisement" must appear in a color that contrasts with the background and other text on every page or panel and the address panel.)

- Letter     Post Card     Brochure     Newsletters (See Ad Opinion A-99-1)
- Envelope/Packaging     Self-mailer     E-mail (sample e-mail with subject line required)
- Direct Message (e.g., FaceBook Messenger, Instagram Messages, Twitter Direct Mail)
- Text Message     Targeted Social Media Ad     LinkedIn

- 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 communications 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 \_\_\_\_\_

- 
- 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.

**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 send the communication. This also includes Workers Compensation claims.

- 
- 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:

---

---

---

---

---

---

---