

**THE FLORIDA BAR
LAWYER ADVERTISING
COVER SHEET FOR TV & RADIO 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**

Transcript enclosed. (Required) On-screen text included (Required for TV)

The transcript must include a script, a printed copy of any on-screen text and a description of any visual images to be used in a television advertisement. (Example below)

Transcript of Speech	Identify All Speakers As Lawyer or Nonlawyer	On Screen Text	Visuals On Screen & Background sounds
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At our law firm we've been handling criminal defense cases for 25 years.	Ms. Smith - Lawyer	Smith & Jones, P.A. 123 Main Street Tallahassee 850-555-5555	
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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

Type of Advertisement: (Must be in format that can be readily capable for duplication.)

Television (Check if the following is enclosed):
 DVD (Please submit a separate DVD per advertisement.) Flash Drive

Radio (Check if the following is enclosed):
 DVD (Please submit a separate DVD per advertisement.) Flash Drive

Preferred file format is [H.264 / MPEG-4](#) or AVC (advanced video coding). This is the most common form of compression and distribution of high definition video. Resolution should not be larger than 720x480.

[VLC Media Player](#) is the software that will be used to view your advertisements. Windows Media (.wmv), Quicktime (.mov or .qt) and Real Player (.rm, .ram, .rmvb) files can also be viewed.

Computer format: H.264/MPEG-4 Windows Media (.wmv)
 Quick Time (.mov or .qt) Real Player (.rm, .ram, .rmvb)

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

The TV/Radio 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 TV/Radio ad will be broadcast on: _____

The TV/Radio ad will be used from _____ to _____. (dates)

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:
