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.

<table>
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<tr>
<th>ATTORNEY, LAW FIRM OR QUALIFYING PROVIDER</th>
<th>FILED BY MARKETER</th>
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<tr>
<td>Firm:</td>
<td>Company:</td>
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<td>Name:</td>
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<td>Address:</td>
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<td>Fax:</td>
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<td>Position:</td>
<td>*The response will be sent to the lawyer or qualifying provider responsible for the advertisement. The marketer will receive a copy if requested.</td>
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<td>Date:</td>
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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 disc or USB 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:

______________________________________________________________________________
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