

# APPLICATION FORM

## LAWYER ADVERTISING AND WRITTEN SOLICITATION

**For Committee Use Only**

- \_\_\_\_\_ Fee Enclosed
- \_\_\_\_\_ Letter
- \_\_\_\_\_ Brochure/Newsletter
- \_\_\_\_\_ Print Ad
- \_\_\_\_\_ Script
- \_\_\_\_\_ Recording
- \_\_\_\_\_ Website

Case No. \_\_\_\_\_

Date Rec'd. \_\_\_\_\_

Effective July 29, 1995, Part VII of the Texas Rules of Disciplinary Procedure require that a lawyer **file** with the Advertising Review Committee a copy of all public media advertisements and written solicitations, except those exempt by Rule 7.07(d), contemporaneously with first dissemination or mailing. If desired, **pre-approval** may be obtained by submitting a copy of the advertisement or writing at least 30 days prior to its first dissemination or mailing. (If pre-approval is requested for an advertisement that is to be placed in a telephone directory or similar publication, the ad must be submitted at least 30 days prior to the printing deadline of the publication rather than 30 days prior to dissemination date of the publication.) If a pre-approval is requested, a response will be mailed within 25 days of the date of receipt of a completed application packet.

### INSTRUCTIONS FOR SUBMISSION OF A COMPLETE APPLICATION PACKET

1. Complete Application Form in full. Please print or type. The Form may be reproduced.

2. Attach advertisement or solicitation.

- > For a solicitation letter, attach a sample of the letter and the envelope or packaging in which it will be mailed.
- > For a television or radio ad, attach a detailed production script, including ad title or number, and a recording.
- > If requesting pre-approval of a TV or radio ad that has not yet been produced, a production script can be submitted without the recording.
- > For an ad or solicitation in a language other than English, attach a complete, accurate English translation along with the ad in the original language.
- > **For a website, include URL address and two copies of the initial access page.**

3. Enclose check or money order in the amount of **\$75.00** payable to the "State Bar of Texas" for each ad or writing, unless you paying with a credit card (Please see page 2 for credit card payment section of the Form).

4. **Mail original and one copy\* of each completed application packet to:**

**Advertising Review Committee  
State Bar of Texas  
P.O. Box 12487  
Austin, TX 78711-2487**

\*Note exception: It is not necessary to include an additional copy of the recording of the video or audio submitted for TV or radio commercials.

A separate application packet must be submitted for each advertisement or writing. If submitting more than one packet at a time, TV or radio commercials may be combined onto one tape. Filing fees may be combined into one check. Incomplete application packets will be returned. They will not be docketed for review.

**For questions concerning filing requirements, please visit our website, [www.texasbar.com/adreview](http://www.texasbar.com/adreview), or call 1-800-566-4616.**

Lawyer\*: \_\_\_\_\_ Bar Card #\*: \_\_\_\_\_

Firm: \_\_\_\_\_

Firm's Principal Office Address\*: \_\_\_\_\_

Phone\*: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Nature of advertisement or written solicitation\*:**

- A. \_\_\_\_\_ Letter (**Complete Addendum Form**) D. \_\_\_\_\_ Brochure/Newsletter (**Complete Addendum Form**) G. \_\_\_\_\_ Other (billboards, etc.)  
 B. \_\_\_\_\_ Telephone Directory E. \_\_\_\_\_ Television/Radio  
 C. \_\_\_\_\_ Magazine/Newspaper F. \_\_\_\_\_ Website, URL: \_\_\_\_\_

*It is extremely important that you review the explanation of the difference between filing and pre-approval at top of this page before answering the following question:*

**Does applicant seek pre-approval?\*** Yes (pre-approval) \_\_\_\_\_ No (filing) \_\_\_\_\_

If you answered **No**, state the date the advertisement or writing was first disseminated or mailed. \_\_\_\_\_

**\*REQUIRED FIELDS**

(form continued on back.....)

Is it likely that a case or matter resulting from the solicitation or writing will be referred to another lawyer or law firm?\* Yes \_\_\_\_\_ No \_\_\_\_\_

Does the advertisement or solicitation disclose or allude to a specific fee, range of fees, or that the lawyer or law firm will render fees on a contingent fee basis?\* Yes \_\_\_\_\_ No \_\_\_\_\_

Does the advertisement or solicitation disclose the existence of an office other than the firm's principal office?\* Yes \_\_\_\_\_ No \_\_\_\_\_

If you answered Yes, is the satellite office staffed by a lawyer at least three days per week? Yes \_\_\_\_\_ No \_\_\_\_\_

Does the advertisement or solicitation designate or allude to one or more specific areas of practice?\*

Yes \_\_\_\_\_ No \_\_\_\_\_

If you answered Yes, is the lawyer board certified in the areas of practice advertised? Yes \_\_\_\_\_ No \_\_\_\_\_

Has another lawyer or law firm paid any part of the advertisement or writing solicitation?\* Yes \_\_\_\_\_ No \_\_\_\_\_

If you answered Yes, identify the lawyer or law firm. \_\_\_\_\_

In which geographic location(s) will the material be disseminated?\* \_\_\_\_\_

Identify any lawyers depicted in the submitted material.\* \_\_\_\_\_

Identify any actual clients depicted in the submission along with such clients' addresses and phone numbers.

**Note:** The Advertising Review Department may request substantiation of any statement or representation made in the submitted advertisement or solicitation.

**If paying by credit card:** Name of cardholder \_\_\_\_\_ (circle one) AMEX MC VISA \$ \_\_\_\_\_

Please Print

Number: \_\_\_\_\_ Date of Expiration \_\_\_\_\_

ATTEST: I HAVE REVIEWED THE ADVERTISEMENT OR WRITING SUBMITTED AS REQUIRED BY RULE 7.04(e) OR 7.05(d), TEX. DISCIPLINARY RULES OF PROFESSIONAL CONDUCT. THE REPRESENTATIONS CONTAINED THEREIN AND THE INFORMATION IN THIS APPLICATION ARE TRUE AND CORRECT.

Signature of Applicant

Date

<i>FOR COMMITTEE USE ONLY</i>				
PRE-APPROVED	APPROVED	ADD'L INFORMATION REQUESTED	DISAPPROVED	REFERRED TO CHIEF DISCIPLINARY COUNSEL
DATE _____	DATE _____	DATE _____	DATE _____	DATE _____
BY _____	BY _____	BY _____	BY _____	BY _____

**\*REQUIRED FIELDS**