



# FILING APPLICATION FORM

## LAWYER ADVERTISING AND UNSOLICITED WRITTEN COMMUNICATIONS

Effective October 1, 2009, Rule 7.7 of the Louisiana Rules of Professional Conduct requires that a lawyer **file** with the Rules of Professional Conduct Committee of the Louisiana State Bar Association a copy of each advertisement and unsolicited written communication, unless exempt by Rule 7.8, prior to or at the time of its first dissemination. Alternatively, an Advance Written Advisory Opinion may be obtained by filing a copy of the advertisement or unsolicited written communication at least thirty (30) days prior to its first dissemination or mailing. (If an Advance Written Advisory Opinion is requested for an advertisement that is to be placed in a telephone directory or similar publication, the advertisement must be filed at least thirty (30) days prior to the printing deadline of the publication, rather than thirty (30) days prior to the dissemination date of the printed publication.) [Rev. 02-19-2009]

For Committee Use Only

EC Filing #:

### INSTRUCTIONS FOR FILING ADVERTISEMENTS AND UNSOLICITED WRITTEN COMMUNICATIONS

#### How To Submit A Complete Filing Application Packet

1. Complete Application Form in full. Please print or type. The Form may be reproduced. Applicant must be a Louisiana-licensed lawyer.
2. Attach one (1) copy of the advertisement or unsolicited written communication:
  - For an unsolicited written communication (e.g., letter, mailing, etc.), attach a sample of the actual communication and of any envelope or packaging in which it will be mailed.
  - For a television or radio ad (or any other ad not embodied in written/printed form), attach a typewritten transcript of the ad or communication and a printed copy of any/all text used within the ad that is not contained or appearing within the transcript
  - For a television or radio ad, include ad title or number, and a copy/recording of the actual ad on DVD or CD.
  - If requesting an Advance Written Advisory Opinion for a TV or radio ad that has not yet been produced, a typewritten production script and storyboards may be submitted for review without the copy/recording of the actual ad [which must still be submitted prior to or at the time of the ad's first dissemination in order to complete the filing and evaluation process].
  - If a language other than English is used, attach a complete, typewritten, accurate English translation of the ad or communication, along with a copy of the ad or communication as it appears using the intended language.

- For internet ads or communications (i.e., an ad not appearing on a lawyer's own website), include URL address and a hard-copy print-out of the initial access page.

3. Enclose check or money order in the amount of **\$175.00** payable to "Louisiana State Bar Association" for each separate advertisement or unsolicited written communication.

**4. Mail the completed Filing Application Packet to:**

**Rules of Professional Conduct Committee  
c/o Ethics Counsel  
Louisiana State Bar Association  
601 St. Charles Avenue  
New Orleans, LA 70130**

**NOTE:**

A separate application packet must be submitted for each separate advertisement or unsolicited written communication. If submitting more than one filing application packet at a time, TV or radio commercials may be combined onto one DVD or CD. Filing fees may also be combined and submitted within one check. Incomplete filing application packets will result in delays in processing and evaluation.

Lawyer\*: \_\_\_\_\_ LSBA Bar #: \_\_\_\_\_

\*Active Member in Good Standing of the Louisiana State Bar Association responsible for content of the advertisement or unsolicited written communication

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

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

\*\* If the Lawyer has no regular office, use the Lawyer's Primary LSBA Annual Registration Statement Address \_\_\_\_\_

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

**For questions concerning filing requirements, please visit our website, [www.LSBA.org](http://www.LSBA.org), or call 1-800-421-LSBA, ext. 144.**

**NATURE OF ADVERTISEMENT OR UNSOLICITED WRITTEN COMMUNICATION:**

Check all that apply

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.  Internet Advertisement URL: \_\_\_\_\_

Does Applicant seek an Advance Written Advisory Opinion? Yes  No  (if "Yes", filing must be at least 30 days before first use)

Date the advertisement/unsolicited written communication was or will be first disseminated: \_\_\_\_\_

Is this the first time you are filing/submitted this ad/communication with the LSBA? Yes  No

If you answered **No**, please indicate the date last filed/submitted with the LSBA: \_\_\_\_\_

Is it likely that a client or case resulting from the advertisement/communication will be referred to another lawyer or law firm?  
Yes  No

Does the advertisement or communication contain any information about or reference to fees? Yes  No

Does the advertisement or communication refer to or disclose the existence of an office other than the firm's principal office?  
Yes  No

If you answered **Yes**, does a lawyer regularly/consistently work from the other office(s)? Yes  No

Does the advertisement or communication indicate that any lawyer in the firm is certified, an expert and/or a specialist in one or more specific areas of law? Yes  No

If you answered **Yes**, is each lawyer for whom a specialty is claimed board certified in the area(s) of practice advertised?  
Yes  No

Has another lawyer or law firm paid for any part of the advertisement or communication? Yes  No

In which geographic location(s) do you anticipate the advertisement/communication will be disseminated?

\_\_\_\_\_  
Please state the anticipated frequency of use of the advertisement or unsolicited written communication in each medium in which it will appear:

\_\_\_\_\_  
Please state the anticipated time period during which the advertisement or unsolicited written communication will be used:

\_\_\_\_\_  
Identify all lawyers depicted in the submitted material: \_\_\_\_\_

\_\_\_\_\_  
Identify any actual clients depicted in the submission: \_\_\_\_\_

\_\_\_\_\_  
Identify any actor(s) or non-lawyer spokesperson(s) used in the advertisement or communication: \_\_\_\_\_

\_\_\_\_\_  
Please include any additional information that you believe might be useful/important/pertinent to our review of your filing:

**CERTIFICATION**

I have reviewed the advertisement or unsolicited written communication submitted as required by Rule 7.7 of the Louisiana Rules of Professional Conduct, effective October 1, 2009. The representations contained therein and the information contained within this Application are true and correct to the best of my knowledge, information, belief and understanding. [Rev. 02-19-2009]

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date