

# EXAMPLES OF COMPLYING AND NONCOMPLYING ADS

## A. PRINT ADVERTISEMENTS

### 1. PRINT ADVERTISEMENT THAT *COMPLIES* WITH APPLICABLE BAR RULES

[THIS AD IS *EXEMPT* FROM THE FILING REQUIREMENT, UNDER RULE  
4-7.8(a).]

PERSONAL INJURY and WRONGFUL DEATH

No Recovery, No Fees or Costs  
Office Hours: 9 a.m. to 6 p.m. M-F  
Weekend and evening appointments available.

**John Smith, P.A.**

*Attorney at Law*

Board Certified civil trial specialist by The Florida Bar.  
Also licensed as M.D. in Florida.

**(407) 555-7890**

123 Main Street  
Orlando

2. PRINT ADVERTISEMENT THAT *COMPLIES* WITH APPLICABLE BAR RULES  
(*NOT EXEMPT FROM FILING*)

# *PERSONAL INJURY AND DEATH CASES*

FREE  
FIRST VISIT

LAW OFFICES OF  
**JONES & BROWN, P.A.**  
TRIAL ATTORNEYS  
*SINCE 1971*

MR. JONES RECEIVED A DEGREE IN PHARMACY. THAT MEDICAL AND SCIENTIFIC KNOWLEDGE HELPS HIM UNDERSTAND MEDICAL AND SCIENTIFIC LITIGATION. MR. BROWN HAS 24 YEARS EXPERIENCE AS A PERSONAL INJURY TRIAL LAWYER.

- Auto & Truck Accidents
- Birth Related Injuries
- Defective Products
- Medical Negligence
- Workers Compensation
- Insurance Company Disputes
- Dog Bites

**NO FEE IF NO RECOVERY\***

**\*EXCLUDES COSTS**

**555-7890**

**432 Main Street, Tampa**



Jones & Brown, P.A. Office Building

3. PRINT ADVERTISEMENT THAT *COMPLIES* WITH APPLICABLE BAR RULES  
(*NOT EXEMPT FROM FILING*)

# DIVORCE?



**Caring Representation in Family Law Matters.  
I Want to Help You Through this Difficult Time.**

## **SUSAN JONES, P.A.**

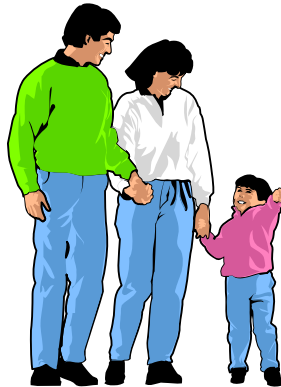
Serving St. Pete  
Residents Since  
1975

111 Main Street  
St. Petersburg  
555-1234

Payment  
Plans  
Available

**Susan Jones is Board Certified in Marital and Family Law by The Florida Bar**

4. PRINT ADVERTISEMENT THAT *COMPLIES* WITH APPLICABLE BAR RULES  
(*NOT EXEMPT FROM FILING*)



# FAMILY LAW

An Attorney Who Cares For Your Rights!

## BILL BROWN

Attorney-at-Law

Orlando

**Se Habla Español**

**555-1234**

**Free Consultation**

5. PRINT ADVERTISEMENT THAT DOES NOT COMPLY

***INJURED?***

**Then you need  
an attorney. ②**

**We Will Recover \$ for You! ③**



**Call Us Today at  
555-1234**


**SMITH, JONES & JONES, P.A.**  
Tampa & Orlando

① - Illustration is a visual portrayal that is deceptive, misleading or manipulative in violation of Rule 4-7.2(c)(3).

② - Misleading in violation of Rule 4-7.2(c)(1)(B) because an attorney is not always required.

③ - Statement and illustration promise results in violation of Rule 4-7.2(c)(1)(G).

6. PRINT ADVERTISEMENT THAT DOES NOT COMPLY



**1**

# Is Your Money All Tied Up By Creditors?

Then You May Want to  
Consider the Benefits of

## **BANKRUPTCY:**

- \* **Stop Creditor Calls** **2**
- \* **Stop Foreclosures** **2**
- \* **Discharge Debts** **2**

### **Best Bankruptcy Law Firm** **3**

**4** 222 Main Street  
Tallahassee  
555-1234

Chapter 7 - \$499 **5**

**1** - Illustration is a visual portrayal that is deceptive, misleading or manipulative in violation of Rule 4-7.2(c)(3).

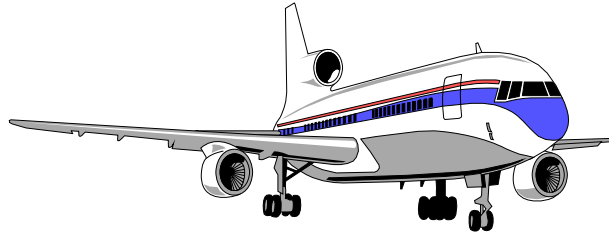
**2** - Promises Results in violation of Rule 4-7.2(c)(1)(G) because it promises relief that is sometimes available when bankruptcy is filed but fails to disclose that such results may be only temporary or that such results are not always obtainable.

**3** - Trade Name characterizes the quality of the lawyer's services in violation of Rule 4-7.2(c)(2).

**4** - Does not disclose the name of the attorney responsible for the ad. Rule 4-7.2(a)(1).

**5** - Fails to disclose whether client will be liable for costs in addition to the fee. Rule 4-7.2(c)(7).

7. PRINT ADVERTISEMENT THAT DOES NOT COMPLY



# **TOPFLIGHT ATTORNEYS**

**MAIN OFFICE:**  
Jacksonville Address  
111 South 32nd Boulevard  
Suite 1000  
Jacksonville, Florida 32201

**1-800-TOP-ATTY**  
**or**  
**1-800-539-5050**

**Top Flight Attorneys** is a law firm of top-rated trial lawyers. The firm limits its practice to personal injury and wrongful death. We have helped hundreds of people who have suffered injury due to someone else's negligence. Top Flight Attorneys will ensure that you recover the full financial compensation you deserve.

**EXPERIENCE MAKES THE DIFFERENCE!**

1 Trade name that characterizes the quality of legal services violate Rule 4-7.2(c)(2).

2 Use of the term "top-rated" & TOP-ATTY characterizes the quality of legal services and, therefore violates Rule 4-7.2(c)(2).

3 This sentence promises results, in violation of Rule 4-7.2(c)(1)(G).

4 Because experience of the attorneys may not effect the outcome of a particular case, this sentence violates Rule 4-7.2(c)(1)(B) which prohibits misleading communications.

5 Fails to include the name of at least one attorney responsible for the ad's content, as required by Rule 4-7.2(a)(1).

5

**B. DIRECT MAIL COMMUNICATIONS**

**(ALL DIRECT MAIL ADS MUST BE FILED FOR REVIEW)**

1. DIRECT MAIL THAT *COMPLIES* WITH APPLICABLE BAR RULES

Law Offices of  
**Elizabeth Smith, P.A.**

111 First Street  
Anytown, Florida 98765  
(904) 555-1234

April 30, 2002

Ms. Edwina Johnston  
Post Office Box 111  
Anytown, Florida 98765

Dear Ms. Johnston:

If you have already retained a lawyer for this matter, please disregard this letter.

I obtained your name from a list of investors who purchased a limited partnership in ABC Company from a nationally known brokerage firm. The list was provided to me by ABC. If you invested in ABC based upon representations made by the firm that the ABC limited partnership investment was "safe" and that it could be sold to provide you with income if needed, you may be entitled to recover money damages from the brokerage firm.

Choosing a law firm to represent you in this matter is an important decision. I limit my practice to representing people in securities matters and have done so for the past two years. Prior to opening my own firm, I was an associate at a Miami firm which handled similar cases. To date, I have personally tried 15 cases against brokerage firms and their agents. I graduated from the Florida State University College of Law in 1991 and became a member of The Florida Bar that same year. Before attending law school, I was a certified public accountant and, therefore, have some working knowledge of financial matters that may be useful to your case.

I look forward to hearing from you soon.

Sincerely,

Elizabeth Smith

**ADVERTISEMENT** (In red ink)

2. DIRECT MAIL THAT *COMPLIES* WITH APPLICABLE BAR RULES

—•••••—  
**Joseph Smith, P.A.**  
Attorney at Law  
123 Main Street  
Anytown, Florida 98765  
—•••••—

April 30, 2002

Mr. Jerry Johnson  
444 Vine Street  
Anytown, FL 98765

Dear Mr. Johnson:

If you have already retained a lawyer for this matter, please disregard this letter.

My review of public records at the Orange County Clerk's Office indicates that a foreclosure suit was recently filed against you. My knowledge about the specifics of your case is limited to the information in the public record. Because a foreclosure action could have serious ramifications, it may be in your best interest to consult with an attorney.

I was admitted to The Florida Bar in 1987 after graduating from Florida State University in 1986. I worked as an assistant county attorney in the Orange County Attorney's Office for two years, then opened my own law practice. I have worked exclusively on real property matters for the past five years and have handled over 100 foreclosures. I am also a member of the Orange County Bar Association. I invite you to compare my qualifications and experience to those of other attorneys you might be considering.

I offer a free initial consultation, and weekend and evening appointments are available for your convenience.

Sincerely,

Joseph Smith

**ADVERTISEMENT**  
(In red ink)

### 3. DIRECT MAIL THAT *COMPLIES* WITH APPLICABLE BAR RULES

JOHN DAVIS, P.A.  
1001 Tenth Avenue, Suite A  
Anytown, Florida 98765  
(305) 555-1234

#### **ADVERTISEMENT**

(In red ink)

---

April 30, 2002

Mr. Robert James  
Rt. 1, Box 333  
Anytown, Florida 98765

If you have already retained a lawyer for this matter, please disregard this letter. I read in the October 29th edition of the *Anytown Herald* that you were recently arrested.

It's a good idea to hire an experienced attorney when you are facing criminal charges. After you examine my qualifications, I think you will want to call me for help.

- . I graduated from the University of Florida Law School, with high honors, in 1970.
- I have been a member of The Florida Bar since 1970.
- I have practiced criminal law for 30 years -- 5 years as a public defender and 25 years in private practice.
- I have handled hundreds of jury trials, ranging from misdemeanors to capital felonies.
- I am board certified in criminal trial law by The Florida Bar.
- I am also a member of the Federal Bar and admitted to practice in the U.S. District Court for the Southern District of Florida.

There is no charge for an initial consultation, and I offer payment plans to suit any budget. Please call my office for an appointment.

Sincerely,

John Davis

JD/dh

#### 4. DIRECT MAIL THAT DOES NOT COMPLY



(123) 555-7890  
Main Street

JOHN JONES & ASSOCIATES

23

Anytown, FL 98765

April 30, 2002

Ms. Jane Smith  
111 First Street  
Anytown, Florida 98765

Dear Ms. Smith:

Thank you for taking the time to review this letter. **1** It has come to our attention that you were recently injured in a car accident. **2** Because this firm specializes in personal injury matters, we would like the opportunity to consult with you about your accident. **3** It may interest you to know that our firm has had many past successes in handling cases similar to yours. **4**

You probably have many questions that you would like answered by a qualified attorney. **5** I will be glad to discuss your case at no charge. If you choose to hire this firm, the fee will be based upon a percentage of the total recovery we may obtain. This means you will pay us no fees unless we recover money. **6**

Please call our office at your convenience. I look forward to meeting with you in the near future.

Very truly yours,

John Jones, Esquire

JJ/dh

**1** The first sentence of the communication involving a specific matter is not: "If you have already retained a lawyer for this matter, please disregard this letter." Rule 4-7.4(b)(2)(F).

**2** Communication prompted by a specific occurrence involving the recipient fails to disclose how the lawyer obtained the information prompting the communication. Rule 4-7.4(b)(2)II).

**3** Uses the term "specializes" when the attorney is not board certified. Rule 4-7.2(c)(6). Also, "personal injury" is not an area of Florida Bar certification, and a law firm cannot be certified.

**4** Refers to past results in violation of Rule 4-7.2(c)(1)(F) and Comment.

**5** Communication fails to contain a statement of the lawyer's or law firm's qualifications and experience. Rule 4-7.4(b)(2)(D).

**6** Fails to disclose whether the client will be liable for costs in the absence of a recovery. Rule 4-7.2(c)(7).

**7**

**7** 1st page is not plainly marked "Advertisement" in red ink. Rule 4-7.4(b)(2)(B).