



ADVERTISING ADVANCE OPINION REQUEST

Pursuant to NRPC 7.2B

If a pre-determination of an advertisement is sought, attorneys may request the Advertising Committee to issue an advance opinion on whether a proposed advertisement complies with these Rules, pursuant to NRPC 7.2B.

This form and its attachments may be submitted electronically to advertising@nvbar.org or by mail to:

State Bar of Nevada - Advertising Committee
PO Box 50
Las Vegas, NV 89125

Please submit a separate advance opinion request form for each advertisement submitted.

| | | |
|----------------------------------|-------------|-------|
| Lawyer: | Bar Number: | |
| _____ | _____ | |
| Firm Name: | _____ | |
| _____ | _____ | |
| Firm's Principal Office Address: | _____ | |
| _____ | _____ | |
| City: | State: | Zip: |
| _____ | _____ | _____ |
| Phone: | Email: | |
| _____ | _____ | |

Nature of Advertisement:

- Letter (*please provide envelope*) Newspaper/Periodical Billboards and other signs
 Telephone Directory Postcard/Self-Mailer
 Television/Radio (*please provide transcript*)
 Other: please explain:

Date when advertisement was first disseminated or mailed: _____

City and state where advertisement was disseminated: _____

Where was the advertisement disseminated? (i.e. newspapers, telephone directories, periodicals, TV stations, etc. There may be more than one.) _____

Does the advertisement:

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

Disclose the existence of an office other than the firm's principal office? Yes No

Designate or allude to one or more specific areas of practice: Yes No



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Prior Filings: If you previously filed a similar advertisement, please provide the following information (otherwise leave blank).

Advertisement File Number(s): _____

Revision (previously filed advertisement, but made substantive changes).

Identification of Parties. Please identify the following people depicted in the advertisement (*you may attach a separate sheet if necessary*):

Lawyers

Any actual employees of the lawyer/firm

Any actual clients (please also provide the clients' addresses and phone numbers).

Any actors and/or spokespersons

Additional or Substantiating Information:

Please note: The Advertising Committee may request substantiation of any statement or representation made in the submitted advertisement.

ATTESTATION: I have reviewed the advertisement submitted as required by NRPC 7.2A. The representations contained therein. The information in this form is true and correct.

ATTACHMENTS: I have attached or included a copy of the advertisement, including a color copy of a written advertisement and envelope (if applicable).

Attorney Signature

Date



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Advance Opinion Request Fee Schedule

Lawyer: _____

Bar Number: _____

Firm Name: _____

The following non-refundable filing fees have been adopted by the Advertising Committee and are further described in the Advertising Committee Rules. Please indicate which form of advertisement is being submitted for an advance opinion request and complete the payment form below. Payment must be submitted with each request.

- Billboards: \$250
- Radio/Television Spots: \$250
- Telephone Directory Yellow Page: \$350
- Written Solicitations: \$250
- Media Campaigns: \$3,000

PAYMENT OPTIONS:

| CHECK | CREDIT CARD |
|--|--|
| <p><i>Please make check payable to:</i> State Bar of Nevada</p> | <p><i>Please indicate card type:</i></p> <p><input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express <input type="checkbox"/> Discover</p> <p>Name on Card: _____</p> <p>Card #: _____ Exp: _____ CIV #: _____</p> <p>Signature: _____ Date: _____</p> |

Please remit payment to:

State Bar of Nevada
Attn: Advertising
P.O. Box 50
Las Vegas, NV 89125-0050

or **Secure Payment Fax:**
702-405-5680



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Checklist Review Prior to Filing Your Advertisement

The following items are provided to assist attorneys to remain in compliance with Nevada's advertising rules. They are provided as a resource only and not as a warrant that your advertisement is fully in compliance. For a complete listing of the rules related to lawyer advertising, please refer to Nevada Rules of Professional Conduct (NRPC) 1.18, 1.4; 7.1 thru 7.5; and Supreme Court Rule 216. Links to these rules, and more information about lawyer advertising, can be found on our website: www.nvbar.org/lawyeradvertising

This checklist does not need to be returned with the mandatory advertising filing form.

- Advertisements should not make any claims comparing your service to those of other attorneys which cannot be validated. If you have made comparative statements, your filing form should include substantiating information. NRPC 7.1(c)
- Advertisements should not include any client testimonials or endorsements which would either be fictional or scripted. Can your testimonials be validated? NRPC 7.2(b)
- If your advertisement includes actors to portray lawyers, clients, or staff – or if actors are used to depict a fictionalized event or scene – the actors must be identified as such. NRPC 7.1(d) and 7.2(b)
- Advertisements must identify at least one lawyer responsible for the content of the ad. NRPC 7.2(c)
- If your advertisement indicates that the charging of a fee is contingent on outcome or that the fee will be a percentage of the recovery, it must include the following disclaimer: "You may have to pay the opposing party's attorney fees and costs in the event of a loss." NRPC 7.2(e)
- If your advertisement references a specific fee or range of fees, does it include a disclaimer indicating any limiting conditions to the availability of the fee(s)? NRPC 7.2(f)
- Does your advertisement require any disclaimers such as, "This does not guarantee, warranty, or predict the outcome of your case." NRPC 7.2(i)
- If your advertisement is a written mailer or solicitation, does it include the disclaimer: "**NOTICE: THIS IS AN ADVERTISEMENT**" in red ink and in a legible font at least twice the size type of the body? Is it also located on the envelope? NRPC 7.3 (c)
- Advertisements should not use the word "specialist" or any derivative, such as "expert," unless the advertising attorney has been certified as a specialist pursuant to NRPC 7.4A.
- Does your written communication include a Lawyer's Biographical Data Form as required under NRPC 1.4(c)(3)?