

Tombstone as defined by Advertising Committee Rule (ACR) 2(o):

Tombstone. Advertisements which are limited to the following information shall be considered “tombstone” advertisements which are exempt from filing under this Rule:

(a) The name of the lawyer or firm and lawyers associated with the firm, with office addresses, telephone numbers, office and telephone service hours, telecopier numbers, e-mail and website information, and a designation of the profession such as attorney, lawyer, law office, or firm;

(b) The fields of law in which the lawyer or firm advertises a certification, limited practice, or specialty, and required related information as set forth in RPCs 7.2 and 7.4, provided the lawyer is otherwise qualified to make those statements in compliance with those Rules;

(c) The date of admission of the lawyer or lawyers to the State Bar of Nevada, to federal courts, and to the bars of other jurisdictions;

(d) Technical and professional licenses granted by this state and other recognized licensing authorities;

(e) Foreign language ability;

(f) Identification of prepaid or group legal service plans in which the lawyer participates provided the participation is otherwise compliant with SCR 42.5;

(g) The acceptance or non-acceptance of credit cards; and

(h) In addition to the exceptions listed in subparagraphs (a)-(g) above, listings in a regularly published law list; newsletters or other similar publications directed primarily to other lawyers and legal professionals; and announcements limited to change of address, affiliation, or staffing are exempt from filing.