APPLICATION FORM
LAWYER ADVERTISING AND SOLICITATION COMMUNICATIONS

Effective July 29, 1995, Part VII of the Texas Disciplinary of Rules of Professional Conduct (TDRPC) require that a lawyer **file** with the Advertising Review Committee a copy of all public media advertisements and solicitation communications, except those exempt by Rule 7.07(e), contemporaneously with first dissemination or mailing. If desired, an advisory opinion (**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.

For Committee Use Only

_____ Fee Enclosed
_____ Letter/Email
_____ Brochure/Newsletter
_____ Print Ad
_____ Script
_____ Video/Cassette
_____ Website
_____ Billboard

Case No. _____

Date Rec'd. _____

INSTRUCTIONS FOR SUBMISSION OF A COMPLETE APPLICATION PACKET

1. Complete the entire Application. You can either complete each space on this form online and then print it after completion or print the form and complete it manually by printing your responses. This form may be reproduced.
2. Attach advertisement or solicitation communication.
   - > For a solicitation letter, attach a sample of the letter and the envelope in which it will be mailed.
   - > For a television or radio ad or internet video, attach a detailed production script (including ad title or number) and recording on an audio or video disk/USB flash drive.
   - > If requesting pre-approval of a television or radio ad or internet video that has not yet been produced, a production script can be submitted without the recording on CD/DVD or USB flash drive.
   - > For an ad or letter in any language other than English, attach a complete, accurate English translation along with the ad, script, or solicitation in the original language.
   - > **For a website, include the domain name/URL address on the Application Form and two printed copies of the initial access page.**
3. Enclose check in the amount of **$75.00** payable to the State Bar of Texas for each ad or writing.
4. ***Mail original and one copy* of each completed application packet to:***

   Advertising Review Committee
   State Bar of Texas
   PO Box 12487
   Austin, TX 78711-2487

   *Note exception: It is not necessary to include an additional copy of the recording on a second CD/DVD or USB flash drive for television or radio commercials or internet videos.

If multiple advertisements are being submitted, a separate application packet and fee must be submitted for each advertisement or writing. If submitting more than one packet at a time, television or radio advertisements or internet videos can be combined onto one disk/tape. Filing fees can also be combined onto one check. Incomplete application packets may be returned and will not be docketed for review. Addendum Form is located on the Mandatory Submission Steps page of the Committee's website, www.texasbar.com/adreview.

For questions concerning filing requirements, call 1-800-566-4616 or visit www.texasbar.com/adreview.

Lawyer*: _____ Bar Card #*: _____

Firm: _____

Firm's Principal Office Address*: _____

_____

Phone*: _____ Fax: _____ E-mail: _____

Nature of advertisement or solicitation communication*:

A. _____ Letter **(Complete Addendum Form)**
B. _____ Telephone Directory
C. _____ Magazine/Newspaper
D. _____ Television/Radio
E. _____ Brochure Newsletter **(Complete Addendum Form)**
F. _____ Internet Ad
G. _____ Internet Video
H. _____ Website, URL: _____
I. _____ Billboard Ad
J. _____ Other

This form (updated 05/06/2013) supersedes all prior forms.

(Form continued on back.....)

*** Required Fields**

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 solicitation was first disseminated or mailed. _____

Is it likely that a case or matter resulting from the advertisement or solicitation 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 solicitation?* Yes _____ No _____

If you answered **Yes**, identify the lawyer or law firm. _____

In what 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 communication.

Payment 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), TDRPC. THE REPRESENTATIONS CONTAINED THEREIN AND THE INFORMATION IN THIS APPLICATION ARE TRUE AND CORRECT.

_____ _____

Signature of Applicant Date

FOR COMMITTEE USE ONLY				
PRE-APPROVED DATE _____ BY _____	APPROVED DATE _____ BY _____	ADD'L INFORMATION REQUESTED DATE _____ BY _____	DISAPPROVED DATE _____ BY _____	REFERRED TO CHIEF DISC. COUNSEL DATE _____ BY

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*** Required Fields**