

NOTICE TO THE BAR

ADOPTION OF ATTORNEY ADVERTISING GUIDELINE 2

Pursuant to *R.1:19A-2(c)*, the Supreme Court Committee on Attorney Advertising requested and received Supreme Court approval for the publication for comment of proposed Attorney Advertising Guideline 2. The proposed Guideline was published by Notice to the Bar dated November 30, 2004 (178 *N.J.L.J.* 1106 and 13 *N.J.L.* 2592 [December 20, 2004]). Comments were received and sent to the Court for consideration.

At its February 14, 2005 Administrative Conference, the Supreme Court approved the following Attorney Advertising Guideline 2 and directed that this Notice to the Bar be published. The Committee on Attorney Advertising hereby adopts Attorney Advertising Guideline 2 in accordance with *R.1:19A-2(c)*, as follows:

Attorney Advertising Guideline 2

(a) The word “ADVERTISEMENT” required by *RPC 7.3(b)(5)(i)* must be at least two font sizes larger than the largest size used in the advertising text.

(b) The font size of notices required by *RPC 7.3(b)(5)(ii and iii)* must be no smaller than the font size generally used in the advertisement.

(c) When envelopes or self-contained mailers used for sending direct mail solicitations are imprinted or stamped with any message relating to the subject matter of the solicitation, the envelopes or self-contained mailers must also bear the word “ADVERTISEMENT” as required by *RPC 7.3 (b)(5)(i)*.

Commentary: The language in (c) is derived, in part, from CAA Opinion 20, published June 10, 1996. Section (c) excludes the Opinion 20 requirement that the notices under *RPC 7.3(b)(5)(ii and iii)* be printed on the envelope.

/s/ George J. Kenny

George J. Kenny, Esq., Chair
Supreme Court Committee on
Attorney Advertising

Dated: March 2, 2005