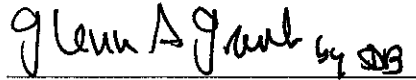


NOTICE TO THE BAR

AMENDMENTS TO ATTORNEY ADVERTISING GUIDELINES 1 AND 2

The New Jersey Supreme Court has approved the attached amendments to Attorney Advertising Guideline 1 and Guideline 2, on the recommendation of the Committee on Attorney Advertising, effective October 1, 2013. The Attorney Advertising Guidelines immediately follow the Rules of Professional Conduct (after the Part I rules) in the Rules of Court.

A handwritten signature in black ink, reading "Glenn A. Grant" with a stylized flourish at the end.

Hon. Glenn A. Grant, J.A.D.
Acting Administrative Director

Dated: August 14, 2013

Attorney Advertising Guideline 1

In any advertisement by an attorney or law firm, the advertisement shall include [the bona fide street address of the attorney or law firm] contact information for the attorney or law firm. The contact information for the attorney or law firm may be any of the following: (a) street address of the regular place of business, (b) mailing address, (c) telephone number, (d) fax number, or (e) email address.

Note: Adopted June 29, 1990, to be effective September 4, 1990; amended August 14, 2013 to be effective October 1, 2013.

Attorney Advertising Guideline 2

(a) The word “ADVERTISEMENT” required by RPC 7.3(b)(5)(i), at the top of the first page of text of a solicitation letter, must be at least two font sizes larger than the largest size used in the advertising text in the body of the letter.

(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) The word “ADVERTISEMENT” required by RPC 7.3(b)(5)(i) on the face of the outside of the envelope must be at least one font size larger than the largest font size used on the envelope. If any words on the outside of the envelope are in bold, the word “ADVERTISEMENT” must also be in bold. Pursuant to Committee Opinion 20, if the envelope contains a message relating to the subject matter of the correspondence to be found inside, the attorney must ensure that the face of the envelope also includes the notices required by RPC 7.3(b)(5)(ii) and (iii). [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).]

Note: Adopted March 2, 2005, to be effective immediately; paragraphs (a) and (c) amended August 14, 2013 to be effective October 1, 2013.

[Official 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.~~]