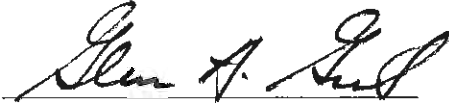


NOTICE TO THE BAR

AMENDMENTS TO ATTORNEY ADVERTISING GUIDELINE 2

The New Jersey Supreme Court has approved the attached amendments to Attorney Advertising Guideline 2, on the recommendation of the Committee on Attorney Advertising, effective March 1, 2015. The Attorney Advertising Guidelines immediately follow the Rules of Professional Conduct (after the Part I rules) in the Rules of Court.



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

Dated: February 10, 2015

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)] (iii) and (iv) 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).] The envelope shall contain no language other than the lawyer’s name, firm, and address; the word “ADVERTISEMENT”; and the recipient’s name and address.

Note: Adopted March 2, 2005 to be effective immediately; paragraphs (a) and (c) amended August 14, 2013 to be effective October 1, 2013; paragraphs (a), (b), and (c) amended February 10, 2015 to be effective March 1, 2015.