



**STATE BAR OF NEVADA
APPLICATION FOR ADVANCE ADVISORY OPINION
PURSUANT TO RPC 7.2B**

Effective September 1, 2007, Rule of Professional Conduct (RPC) 7.2B (Volunteer Advisory Committees; Pre-Dissemination Review) allows a lawyer or law firm to file a written request with the state bar seeking an advance opinion on whether a proposed advertisement complies with the rules. An advance opinion may be obtained pursuant to RPC 7.2(B) by submitting a copy of this application, the advertisement, and the fee required by ACR 8. If an advance opinion is requested, the committee shall issue a written opinion within 30 days of submission.

For Administrator Use Only:

Ad # _____
 Date Recd _____
 District _____
 Fee Enclosed _____
 Type of Ad _____
 Ackn. Letter Sent _____
 Fwd to Committee _____
 Advance Op. due _____

INSTRUCTIONS FOR SUBMISSION OF THE APPLICATION

1. Complete Application **in full**. Please print or type. Application may be reproduced.
2. Attach advertisement or writing.
 - If requesting an advance opinion of an audio or video advertisement, attach one copy of the final production script. Note: A recording of each audio or video advertisement that has been previously submitted for an advance opinion must be submitted to the committee at or about the time the advertisement is actually disseminated.
 - Any public media advertisement or solicitation communication in a non-English language shall be accompanied by a complete, accurate English translation **in addition** to the copy of the script in the same language of which the advertisement is recorded in.
3. **Enclose the fee required by ACR 8 payable to the State Bar of Nevada.**

4. **Mail original of each completed Application with all attachments to:**

**Attn: Luisa Cota,
Advertising Administrator
State Bar of Nevada
P.O. Box 50
Las Vegas, NV 89125-0050**

A separate Application must be submitted for each advertisement or writing, unless submitting a media campaign (See ACR 2(I))

For questions concerning filing requirements visit www.nvbar.org, Advertising section or call 702-382-2200, Ext.418.

Lawyer: _____ Bar No. _____

Firm: _____

Firm's Principal Office Address: _____

Phone: _____ Fax: _____ E-mail: _____

Nature of advertisement or written solicitation:

- A. Letter (*Please provide envelope) C. Newspaper/Periodical E. Billboards and other signs
- B. Telephone Directory D. Television/Radio F. Post card/self-mailer
- (*Please provide transcript)
- G: Other, explain: _____

In what geographic location(s) will the advertisement be disseminated? _____

Does the advertisement or writing 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 writing disclose the existence of an office other than the firm's principal office? Yes _____ No _____

Does the advertisement or writing designate or allude to one or more specific areas of practice? Yes _____ No _____

(form continued on next page)

Identify any lawyers depicted in the advertisement. _____

Identify any actual clients depicted in the advertisement along with such clients' addresses and phone numbers. _____

Identify any actual employees of the law firm depicted in the advertisement with their job title: _____

Identify any actors and/or spokesperson used in the advertisement. _____

Note: the Advertising Review Committee may request substantiation of any statement or representation made in the submitted advertisement.

ATTEST: I HAVE REVIEWED THE ADVERTISEMENT OR WRITING SUBMITTED FOR AN ADVANCE OPINION PURSUANT TO RPC 7.2(B). THE REPRESENTATIONS CONTAINED THEREIN AND THE INFORMATION IN THIS FORM ARE TRUE AND CORRECT.

Attorney Signature

Date

FOR COMMITTEE USE ONLY

AD RECEIVED BY COMMITTEE	DATE WRITTEN OPINION DUE:	OPINION APPROVING AD FILED:	OPINION OF NON-COMPLIANCE FILED:	REFERRED TO OFFICE OF BAR COUNSEL
DATE _____	DATE _____	DATE _____	DATE _____	DATE _____
BY _____	BY _____	BY _____	BY _____	BY _____