

4-7.20 | EXEMPTIONS FROM THE FILING AND REVIEW REQUIREMENT

The following are exempt from the filing requirements of rule 4-7.19:

- (a) an advertisement in any of the public media that contains no illustrations and no information other than that set forth in rule 4-7.16;
- (b) a brief announcement that identifies a lawyer or law firm as a contributor to a specified charity or as a sponsor of a public service announcement or a specified charitable, community, or public interest program, activity, or event, provided that the announcement contains no information about the lawyer or law firm other than the permissible content of advertisements listed in rule 4-7.16, and the fact of the sponsorship or contribution. In determining whether an announcement is a public service announcement, the following criteria may be considered:
 - (1) whether the content of the announcement appears to serve the particular interests of the lawyer or law firm as much as or more than the interests of the public;
 - (2) whether the announcement concerns a legal subject;
 - (3) whether the announcement contains legal advice; and
 - (4) whether the lawyer or law firm paid to have the announcement published;
- (c) a listing or entry in a law list or bar publication;
- (d) a communication mailed only to existing clients, former clients, or other lawyers;
- (e) a written or recorded communication requested by a prospective client;
- (f) professional announcement cards stating new or changed associations, new offices, and similar changes relating to a lawyer or law firm, and that are mailed only to other lawyers, relatives, close personal friends, and existing or former clients; and
- (g) information contained on the lawyer's Internet website(s).

(Adopted January 31, 2013, effective May 1, 2013 (108 So.3d 609).)

