

Super Lawyers®

# ADVERTISING WITH *SUPER LAWYERS*®

GUIDELINES FOR YOUR ADS  
IN *SUPER LAWYERS* MAGAZINE  
AND SUPERLAWYERS.COM

NEW FOR 2011



THOMSON REUTERS™

## GUIDELINES ON THE PROPER USE OF SUPER LAWYERS®

Congratulations on being named to the *Super Lawyers* list. We provide these guidelines so that you may showcase the exclusive honor of being named to the list while complying with legal marketing ethics rules.

### THE SUPER LAWYERS NAME

*Super Lawyers* refers to the listing of attorneys, not a person or group of people.

*Super Lawyers* should be used only in its plural form.

Always italicize *Super Lawyers*.

Do not use the term to refer to an individual attorney or group of attorneys.

The term may be used in reference to the list, magazine, selection process or the honor.

Do not use the term to indicate or suggest accreditation by any entity.

*Super Lawyers* is a registered trademark on the principal register, and thus the symbol ® should accompany the first use in a document.

*Super Lawyers* employs an annual, jurisdictional selection process; therefore, both the year and jurisdiction should be indicated.

Some states prohibit or limit the use of comparative claims in advertising. Stating that you are among the top 5 percent of all lawyers in the state may draw a scrutiny from regulators in these states on the basis that you are “comparing” yourself to the other 95 percent who are not on the list.

### Examples of Proper and Improper Use

#### IMPROPER

“John is a Texas Super Lawyer.”

#### PROPER

“John was selected for inclusion in 2011 *Texas Super Lawyers*.”

#### IMPROPER

“Sarah made the list of Florida Super Lawyers.”

#### PROPER

“Sarah was included on this year’s *Florida Super Lawyers* list.”

#### IMPROPER

“George was named a Super Lawyer in the area of business litigation.”

#### PROPER

“George was selected for inclusion in 2011 *Georgia Super Lawyers*. His primary area of practice is business litigation.”

#### IMPROPER

“As a Super Lawyer, Sally is in the top 5% of lawyers in the state.”

#### PROPER

“Sally was selected for inclusion in 2011 *Wisconsin Super Lawyers*. Only five percent of lawyers in the state were selected.”

## AD CONCEPTS AND IMAGERY

*Super Lawyers* ads may not endorse or represent any “super hero” imagery or concepts.

### GENERAL GUIDELINES

Don't include a group photo(s) of the attorneys in your firm without clearly identifying those attorneys selected to the *Super Lawyers* list

Don't create any image or language that presents a lawyer designated to the list as “superior” to other lawyers (i.e., as a king, etc.)

Don't employ word play that misconstrues the *Super Lawyers* brand

- ✗ “Super Lawyers Loyal”
- ✗ Super Lawyers. Super Talent.

*Super Lawyers* is a publication of the *Super Lawyers* list, and the advertising in the magazine should not lead a reader to believe someone has been named to the list, who has not. To that end, advertisements from a firm may include a photo of attorneys at the firm, but the photo must include attorneys named to the list, and those attorneys must be identified in a caption.

We reserve the right to reject ads that modify the *Super Lawyers* logo or brand in any way.

## ETHICS

Compliance with lawyer-advertising state regulations is the sole responsibility of the advertiser. *Super Lawyers*® assumes no responsibility for compliance. No statement, written or oral, by *Super Lawyers*, Thomson Reuters, its employees, representatives or contractors, should be construed as legal advice. Some state ethics regulations require approval, including pre-approval, and restrict the visual and textual content attorneys may use in forms of expression deemed to be marketing. Please consult all applicable rules and regulations concerning lawyer advertising in your jurisdiction.



## FREQUENTLY ASKED QUESTIONS

Legal advertising is state regulated. Each state has its own rules, which are usually located in the state's Rules of Professional Conduct, Code of Professional Responsibility or similar compendium. While no two states have the same rules, many are similar. This FAQ provides general guidelines to help you create your *Super Lawyers*® and/or *Rising Stars*™ ad. This is not intended to be legal advice. Always refer to your state's rules if you have specific questions or concerns.

### **Can I say that I'm a "Super Lawyer" or "Rising Star?"**

You cannot refer to yourself as a "Super Lawyer" or "Rising Star." Instead, you can say that you have been listed, selected or chosen in a particular *Super Lawyers* magazine (e.g., "Listed in 2011 Florida *Super Lawyers*").

### **How should I describe my background, practice and accomplishments?**

The general rule of thumb is simple: Avoid descriptions that are false or misleading. The content should be informational and objective, and should strive to be objectively substantiated. It's important that your ad doesn't create unjustified expectations, so steer clear of puffery, self-laudatory statements or appeals to emotion.

### **What about testimonials or endorsements from clients or others?**

We realize their value to your practice, but be careful. The rules on testimonials and/or endorsements vary from state to state. In fact, some states forbid them altogether. Carefully review your state's rules before including them.

### **Can I say that I specialize in a particular area of law?**

Again, be careful. The rules vary widely as to whether—and how—attorneys can state that they "specialize," are a "specialist" or are "certified" in a particular field. In some states, only lawyers who are certified as specialists by the state or state-approved bodies may indicate a specialty. Review your state's rules closely before making such a statement in an advertisement.

### **Anything else?**

Well, since you've asked: Certain states require disclaimers, qualifying language or discussions on all, or certain types of ads. Also, some states require that certain information, such as your law firm's full mailing address and telephone number, appear on all advertisements. Finally, there are a very small number of states that require all ads to be filed with the appropriate state agency. If you practice in one of those states, it is your responsibility to file. As always, check your state's rules for more information.