

NOTICE TO THE BAR

SUPREME COURT COMMITTEE ON ATTORNEY ADVERTISING – PROPOSED AMENDMENT TO ATTORNEY ADVERTISING GUIDELINE 1

The Committee on Attorney Advertising, pursuant to Rule 1:19A-2(c), publishes for comment a proposed amendment to **Attorney Advertising Guideline 1**. As presently written, Guideline 1 states: “In any advertisement by an attorney or law firm, the advertisement shall include 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.” The Committee proposes **adding to the list of acceptable contact information the website URL** for the attorney or law firm. The proposed amendment is appended to this notice.

Guideline 1 originally required that advertisements include the bona fide office address of the attorney or law firm, but the requirement that attorneys maintain a bona fide law office was removed in 2013. The Guideline was then amended to require advertisements to include contact information so that the Committee could contact attorneys and law firms regarding their advertisements. As attorneys and law firms ordinarily set forth contact information in their websites, the Committee finds that the inclusion of the law firm website URL in the list of permissible contact information would serve that purpose.

Any comments on the proposed amendment to Attorney Advertising Guideline 1 should be sent **by July 31, 2019** to:

Glenn A. Grant, J.A.D.
Acting Administrative Director of the Courts
Attention: Attorney Advertising Guideline 1
Hughes Justice Complex, P.O. Box 037
Trenton, New Jersey 08625-0037

Comments also may be submitted by email to Comments.Mailbox@njcourts.gov.

The Supreme Court will not consider comments submitted anonymously. Thus, those submitting comments by mail should include their name and address and those submitting comments by e-mail should include their name and e-mail address. Comments are subject to public disclosure upon receipt.

Sheryl Mintz Goski, Esq., Chair
Supreme Court Committee on Attorney Advertising

Dated: July 1, 2019

PROPOSED AMENDED ATTORNEY ADVERTISING GUIDELINE 1

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