



The Florida Bar Advertising Rules and Regulations

The Florida Bar, as an official arm of the Supreme Court of Florida, is charged with the duty of enforcing the rules governing lawyer advertising and solicitation and with assisting members of The Florida Bar to advertise their services in a manner beneficial to both the public and the legal profession.

When marketing, it's important to follow the rules and regulations in advertising established by The Florida Bar.

To help ensure compliance with the currently rules, a PDF that shows examples of correct advertising is provided in the Bar Advertising Guidelines folder. In addition, the file can be found on The Florida Bar's Web site by [clicking here](#).

All rules updates for the Florida Bar can be found by [clicking here](#).

The Supreme Court released an opinion on the revised advertising regulations on December 20, 2007 that will take effect on February 1, 2008. The actual ruling regarding the advertising guidelines can be found [here](#).

The most recent version of the rules and regulations on advertising from The Florida Bar can be found by [clicking here](#).

A link to all the rules regulating The Florida Bar can be found [here](#).