



WHAT GOES INTO AN ADVERTISEMENT
might make for a great sound bite –
But IS IT COMPLIANT?



ADVERTISEMENT VETTING SERVICES FOR ATTORNEYS

In the state of Ohio, lawyers are permitted to advertise their legal services in accordance with the ethical standards set by the Supreme Court of Ohio.

AdASSURANCE™ AVS

AdASSURANCE™ Advertisement Vetting Services (AVS) gives attorneys and other legal professionals the **ADDED ASSURANCE** of knowing that their traditional and online advertisements are in compliance with Ohio's ethical guidelines.

What is AdASSURANCE™ AVS?

AdASSURANCE™ vets the materials used by licensed attorneys and other professionals to promote, advertise, or market their legal services and legal-related services within the state of Ohio. With AdASSURANCE™ you can trust us to adhere to the highest moral and ethical standards. But, most importantly, you have our word on it.

Why Choose AdASSURANCE™ AVS?

Developed by former Ohio Assistant Disciplinary Counsel Philip A. King specifically for lawyers and other legal professionals, AdASSURANCE™ takes the risk out of maximizing your advertising visibility by ensuring that your marketing content meets or surpasses Ohio's guidelines.



info@AdASSURANCE.com



www.AdASSURANCE.com



+ 614-838-1188

AdASSURANCE™ AVS is tailored just for you and will quickly become an important resource in helping your firm grow. Here are four reasons why you should choose to advertise with AdASSURANCE™:

- Fifteen-point ethics review of your marketing materials.
- Comprehensive audit of marketing content within 5 business days. Expedited service is available at an additional cost.
- Professional advice and written recommendations to ensure your material is compliant-ready.
- Our written promise that we will defend your permitted use of the approved material, within one-year of the approval letter date, from a disciplinary investigation by an Ohio discipline authority at no additional charge.

WEB: www.AdASSURANCE.com

PHONE: (614) 838-1188 or

EMAIL: pkings@AdASSURANCE.com

OUR PROMISE

You have our written promise that we will defend your permitted use of the approved material from a disciplinary investigation by an Ohio discipline authority within one year of the approval letter date at no additional charge.

If I or my law office is unable to defend you during the covered period, you will receive a full refund of the amount paid for service that is the subject of the investigation.



OUR POLICY

- **RELIABLE:** You will receive consistent and reliable service freeing you to do what you do best and that is focus on your law practice or other legal profession.
- **ASSURANCE:** You will experience the assurance that your advertising needs will be addressed in a professional manner.
- **TIMELY:** AdASSURANCE™ reviews are completed within five business days. 24-hour expedited service is available. You will have a timely turnaround of your advertising materials allowing you to meet your important timelines.
- **RESPONSIVE:** As our client, you will experience focused attention from our firm. The result is the service you need, at a price you can afford, with communications that place the focus on YOU.

FREQUENTLY ASKED QUESTIONS

How does AdASSURANCE™ protect our advertisement investment?

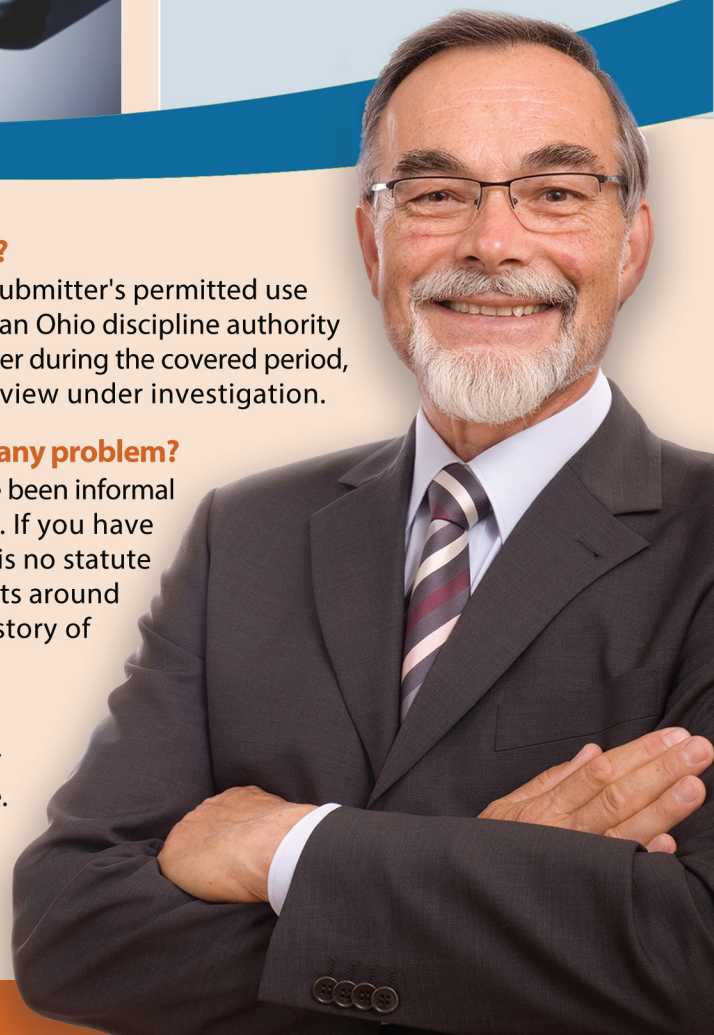
AdASSURANCE™ Promise: The Law Office of Philip A. King, LLC will defend submitter's permitted use of the approved advertisement or script from a disciplinary investigation by an Ohio discipline authority within a year of the approval letter. If the law office is unable to defend submitter during the covered period, submitter will receive a refund in the amount paid for the advertisement review under investigation.

What if I have been running the same advertisement for years without any problem?

The attorney advertisement rules changed on February 1, 2007, and there have been informal opinions on advertising and promotional-material restrictions since then. If you have not reviewed your materials lately, they may be noncompliant. Plus, there is no statute of limitations for disciplinary rule violations. So when a competitor finally gets around to reporting you, your visible long-running ad will definitely prove your history of noncompliance.

What if I hire a marketing company to handle my advertising?

I've learned from personal experience that some marketing companies use similar language for all their clients, not realizing that it could get attorneys in trouble. In each case, the marketer was surprised, annoyed even, when I explained the ethical restrictions on attorney advertising. Bottom-line, you are responsible for any non-compliance. In fact, marketers require you to approve the final ad, allowing them to point to you as the authorizer of the improper material.



Call today to receive your complimentary consultation. Contact Philip King

☎ PHONE: (614) 838-1188 or EMAIL: pking@AdASSURANCE.com ✉



AdASSURANCE™ Advertisement Vetting Services and Fees

Our fee for vetting promotional material is determined by the number of pages submitted. The established industry standard for one "page" is 250 words. Please submit your electronic copy via email to Phil@AdASSURANCE.com photo-ready as a Word document only.

Our office will then vet your promotional material and return to you our letter of approval along with our comments and recommendations.

Turnaround time on most projects is five days (not counting weekends) from the date we receive your document. We can also accept some rush jobs (turnaround time less than five days), but please be aware that there may be an extra charge for this service.



FEES (ask about our project fees)

- **TRADITIONAL ADVERTISEMENT** | \$150 for a one-page ad (250 words per page) minimum charge.
- **WEB SITE** | \$150 per web page (250 words per page) minimum charge.

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Advertise with AdASSURANCE™

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Connect With Us



**Advertisement Vetting Services
for Attorneys practicing in Ohio**

www.AdAssurance.com



A SERVICE OF THE LAW OFFICE OF PHILIP A. KING, LLC



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