

**KENTUCKY BAR ASSOCIATION
ATTORNEYS' ADVERTISING COMMISSION REGULATIONS**

AAC Regulation No. 2:

**PERMISSIBLE CONTENT OF ADVERTISEMENTS SUBMITTED
WITHOUT A FEE**

Pursuant to SCR 3.130-7.05(1)(a)(26) the Commission may specify additional information that may be contained in advertisements that are permitted to be submitted without a fee. The following additional information may be included in any of these advertisements:

1. Participation by the lawyer in community groups or clubs and nonprofit charitable organizations or groups, either as a member or officer;
2. Previous employment positions, including governmental and non-governmental employment;
3. Enlargements of business cards that are not themselves advertisements under SCR 3.130-7.02(1)(a), but if the advertisement includes reference to a website, the website is considered a separate advertisement;
4. Listings of immediate family, such as spouses, children and parents;
5. Information identifying the offices of the firm in several jurisdictions or cities within or without the Commonwealth of Kentucky;
6. The length of time any particular law firm or lawyer has been in practice;
7. The types of information listed in SCR 3.130-7.05(1)(a)(6-13) may include both past and present participation or status, if the advertisement discloses, when necessary, that the lawyer is no longer a participant or no longer holds that status;
8. A photograph of the lawyer with no accompanying scene in the background of the photograph;
9. Words such as "congratulations" or "good luck," when used in program advertisements for charitable or education functions;
10. The designation of a law firm as "A debt relief agency" as required by the Bankruptcy Abuse Prevention and Consumer Protection Act [11 USC§528(b)(1)(a)(b)];
11. The website address of a lawyer or law firm's website advertisement, if the website has been submitted as required by SCR 3.130(7.05);

12. Such variations on the items contained herein and in SCR 3.130-7.05(1)(a)(1-25) that are minor or technical in nature and may be reviewed and approved by the designee of the Commission named herein;
13. Additions or revisions to a previously submitted and approved advertisement, as required by SCR 3.130-7.05(2), need not be re-submitted to the Commission if the new addition or revision is limited to the items listed in SCR 3.130-7.05(1)(a)(1-26) and AAC Regulation 2.