

**KENTUCKY BAR ASSOCIATION
RULES OF THE SUPREME COURT OF KENTUCKY**

PRACTICE OF LAW

SCR 3.130(7.25) Identification of advertisements

All advertisements must include the words "THIS IS AN ADVERTISEMENT", unless excepted by SCR 3.130(7.09). In recorded telephone, electronic, video, or digital communications, other than television, the speaker must first state "THE FOLLOWING IS AN ADVERTISEMENT" and must further state at the end of the communication "THIS MESSAGE HAS BEEN AN ADVERTISEMENT". All television communication, video recording or digital recording must prominently display the words "THIS IS AN ADVERTISEMENT" on the screen for as long as the lawyer's or firm's name appears on the screen. If a television communication video recording, or digital recording is longer than 60 seconds, the words "THIS IS AN ADVERTISEMENT" must be displayed throughout the entire communication. The words "THIS IS AN ADVERTISEMENT" must be prominently displayed on every page of any advertisement in writing, and displayed without scrolling on the first screen of every page of a website.

HISTORY: Amended by Order 2009-05, eff. 7-15-09; prior amendments eff. 1-1-02 (Order 2001-2); adopted by Order 92-1, eff. 8-1-92