

ADVERTISING POLICIES FOR THE JOURNAL OF THE MISSOURI BAR

1. Applicability

The following policies of The Missouri Bar will be applicable only to publication of the Journal of the Missouri Bar (“**Journal**”).

2. Purpose

The purpose of these policies is to regulate the circumstances under which the Journal will accept advertising for inclusion in its publications, consistent with the freedoms accorded to commercial speech by the Constitution and laws of the United States and the state of Missouri. The Journal reserves the right to regulate the form, manner, content, substance, composition, size and length of any advertising and to cancel or refuse to run any advertising in accordance with the procedures set forth herein. The official publications of the Journal represent The Missouri Bar as a whole and, therefore, the Editorial Board of the Journal has an interest in maintaining the complete integrity of each publication of the Journal, consistent with the high ethical standards of the legal profession.

3. General Standards for Advertising

The Journal reserves the right to reject any advertising that, to the “reasonable reader,” is false, misleading, defamatory, violative of the laws of the state of Missouri or any other applicable laws, is obscene, or which does not conform to contemporary community standards of good taste or decency. The Journal may require any advertiser to provide factual substantiation or legal authorization from the appropriate jurisdiction when requested for any advertising. No advertising will be accepted that violates or may enable another to violate the Missouri Code of Professional Responsibility.

4. Attorney Advertising

All attorney advertising must be consistent with the Missouri Code of Professional Responsibility, including advertising submitted by attorneys who are not members of The Missouri Bar. Acceptance for publication does not constitute a determination that an advertisement is in compliance with the rules.

5. Advertising of Certain Products

The Journal will not accept advertising for tobacco and alcohol products of any sort, advertising for illegal products or services, advertising for products or services whose movement in interstate commerce is illegal, or advertising relating to lotteries or games of chance. Additionally, the Journal will not accept advertising that in any way may jeopardize the mailing status of the publication in which it appears, and reserves the right to apply to the U.S. Postal Service for a ruling on any such matter.

6. Political Advertising

The Journal will not accept advertising by or on behalf of candidates for public office, candidates for state or local Missouri Bar offices, or advertising advocating positions on political or social issues.

7. Missouri Bar Endorsement

Advertising which, by its subject matter or content, may imply or lead to an implication of Missouri Bar endorsement, recommendation, support or approval will be accepted only if, as a condition of acceptance, it includes in the advertisement a disclaimer which states that the product or service is not endorsed, recommended, supported or approved by The Missouri Bar.

8. Classified Advertising

Classified advertising will be accepted for the Journal and includes the following matters: lawyer and law-related employment opportunities; law-related employment wanted; referral of legal work; sale of used books; sales of law office equipment or furnishings; rental opportunities; professional services by lawyers; and miscellaneous matters involving a time-limited exchange of specific information. Advertising that does not qualify under this standard must be purchased at regular display rates.

9. Examination of Advertised Products

If an advertisement offers the sale of a product by mail or by the Internet, the Journal reserves the right to examine the product a purchaser will receive, but the Journal is not obligated to do so. Examination of the product or publication of the advertisement does not constitute a guaranty or warranty of the product, nor The Missouri Bar's endorsement, recommendation, support or approval of the product.

10. Review of Advertising

All advertising submitted for inclusion in any publication of the Journal shall be reviewed by the Editor to determine its conformity with the policies. The Editor shall refer any questionable advertisement to the Editorial Board of the Journal for review and determination of whether to accept the advertising.

11. Payment/Rates

The Journal reserves the right to request partial or full payment before publishing any advertisement. The Editorial Board shall set and vary the advertising rates as it sees fit.