CHICAGO COUNCIL OF LAWYERS
RULE ON LAWYER ADVERTISING

(A) A lawyer may publicize him/herself as a lawyer through any commercial publicity or other form of public communication (including any newspaper, magazine, telephone directory, radio, television or other advertising) provided that such communication meets all three of the following conditions:

(1) Such communication shall be limited to one or more of the following types of information:

(a) the name of the lawyer;

(b) the lawyer's address and telephone number;

(c) the educational and other background of the lawyer, (including date and place of birth; date and place of admission to the bar of state and federal courts; schools attended with dates of graduation, degrees and other scholastic distinctions; public or quasi-public office; military service; legal authorships; legal teaching positions; memberships, offices, committee assignments and section memberships in bar associations; memberships and offices in legal fraternities and legal societies; technical and professional licenses; and memberships in scientific, technical and professional associations and societies);
(d) the basis on which the lawyer's fees are determined, including hourly rates, contingent fee arrangements, or fixed prices at which routine services will be performed ("Routine services" are those matters of a recurring nature for which the attorney is prepared to perform the necessary work for the client at an advertised price and may include such matters as uncontested divorces, simple adoptions, uncontested personal bankruptcies, name changes, simple real estate transactions [such as residential home sales and leases], simple estates and wills, traffic offenses, minor criminal or juvenile delinquency matters, garnishments, and claims involving sums less than a specified amount);

(e) a description of the types of legal matters in which the lawyer will accept employment and a statement as to whether the lawyer concentrates his or her practice in one or more particular fields of law.

(f) the lawyer's foreign language ability;

(g) the names and addresses of references and, with their consent, names of clients regularly represented, and

(h) other information about the lawyer, the lawyer's practice, or the types of legal matters in which the
lawyer will accept employment, which a reasonable
person might regard as relevant in determining
whether to seek the lawyer's services.

As used herein, references to a "lawyer" shall also permit
inclusion of information as to the lawyer's law firm and the
lawyer's partners or associates.

(2) Such communication shall not contain any statement
which constitutes dishonesty, fraud, deceit or misrepresentation
by the lawyer. Further, and without limitation on the foregoing, such communication shall not:

(a) contain any estimate, promise or prediction of the
    result of any future legal proceeding or proceedings;
(b) contain any statement of the results of any prior or
    pending legal proceeding or proceedings;
(c) be communicated in such a manner that a reasonable person
    might not understand that it constitutes publicity by
    the lawyer; or
(d) make any comparative statement regarding any other lawyer.

(3) The form of such communication shall be designed to
communicate the information contained therein to the public in a
direct and readily comprehensible manner.

A lawyer may provide information in a communication which
meets the condition of subparagraph (A) in response to a request for
such information from any organization or group, including any
such request from an organization or group which proposes to
communicate such information to its members or the public at large.