

**AAC Regulation No. 14:
ADVERTISING OF FEES**

If a client will be expected to pay court costs and case expenses in some cases, and the advertisement uses any language to imply or state that there will be no fee owed unless there is a recovery, as is typical in contingent fee advertisements, then the advertiser must include language stating the client may be responsible for court costs and/or case expenses. It may be deceptive, and therefore may be in violation of SCR 3.130(7.10), to employ advertising that refers to contingent fee arrangements without addressing the client's liability for court costs and case expenses. AAC Regulation 1 also addresses other information that must be included in advertisements to avoid a misleading omission under SCR 3.130(7.10).

Further, if the advertisement states a contingent fee percentage or rate then the advertisement must also disclose whether percentages are computed before or after deduction of court costs and case expenses. It may be deceptive, and therefore in violation of SCR 3.130(7.10), to employ advertising that refers to a contingent fee percentage without addressing the manner in which the fee is computed.