

“Best Law Firms”

PUBLICATION GUIDELINES



When announcing a ranking in “Best Law Firms,” the ranked firm is required to include the following details:

- *U.S. News – Best Lawyers*[®]
- 2018 “Best Law Firms” or Eighth Edition of “Best Law Firms”
- Tier designation
- Metropolitan or National classification
- Practice Area(s) in which the award is given

EXAMPLES OF CORRECT LANGUAGE:

- Smith & McClean has been named a Tier 1 firm in Los Angeles for Appellate Practice by *U.S. News – Best Lawyers*[®] “Best Law Firms” in 2018.
- Smith & McClean has received a First Tier ranking in L.A. in Appellate Practice by *U.S. News – Best Lawyers*[®] for the Eighth Edition of “Best Law Firms.”

If your firm has multiple awards, it is OK to state the number of rankings instead of listing them all – but please correlate the number of rankings to the metro / national designation and be sure to specify the tier.

EXAMPLE:

- Smith & McClean has been named a Tier 1 National “Best Law Firm” in three practice areas by *U.S. News – Best Lawyers*[®] in 2018.

NOTE: The correct name of the publication is: *U.S. News – Best Lawyers*[®] “Best Law Firms” and should be formatted exactly as written, retaining the italics, the spaces on either side of the en-dash, the registration mark, and the quotation marks.

EXAMPLES OF INSUFFICIENT AND / OR INCORRECT LANGUAGE:

- Smith & McClean is a Best Law Firm.
- Smith & McClean is a Tier 1 Firm.
- Smith & McClean has been named a Best Law Firm by *U.S. News & World Report*.
- Smith & McClean has been named a Top Tier Firm by *Best Lawyers*.
- Smith & McClean is a nationally-ranked firm in *The Best Law Firms in America*.
- *U.S. News* named Smith & McClean a top-listed firm.
- Smith & McClean is Top-Listed in *Best Law Firms*.

PLEASE NOTE: The official 2018 *U.S. News – Best Lawyers*[®] “Best Law Firms” badge **must be licensed for use** on your website or any other marketing materials. If found using an unauthorized badge, *U.S. News* or *Best Lawyers* will request that the badge be removed. Please contact your Legal Media Specialist for more details.

Questions about Publicizing Guidelines? Contact Katie Morgan at kmorgan@bestlawyers.com | 803.644.1664