

“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*®
- 2020 “Best Law Firms” or 10<sup>th</sup> 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 2020.
- Smith & McClean has received a First Tier ranking in L.A. in Appellate Practice by *U.S. News – Best Lawyers*® for the 10<sup>th</sup> 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 2020.

**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 2020 *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.

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