

Exhibit 2

THE STATE BAR OF CALIFORNIA

Web Site Advertising Policy

(proposed)

It is the policy of The State Bar of California to use its Web site to meet and promote the goals of the State Bar's Long Range Strategic Plan by:

- providing a wide array of services and benefits to members that meet their professional development, business, and personal needs;
- using technology effectively and efficiently to support all aspects of State Bar operations;
- facilitating communication among members of the State Bar;
- promoting greater member and public access to the State Bar's services;
- enhancing the administration of justice in California; and
- generating funding sources authorized by Business and Professions Code section 6001.

Advertising will be permitted on pages of the State Bar Web site related to member services and benefits, the *California Bar Journal* pages, and the Sections' members' pages.

An "advertisement" for purposes of this policy means any display ad, banner, logo, icon, photo, link, or text (including any hypertext link associated with any of the foregoing) representing an entity other than the State Bar, or any of its sub-entities (such as Sections, boards, commissions, committees, etc.), or representing a product or service of such an entity. Advertisements may be placed or permitted only on the Web site pages enumerated in this policy.

The Executive Director is authorized to develop all necessary policies and procedures necessary to implement this policy.