

Put your firm on the county pages people read when they're facing a DUI charge.

Directory listings for DUI/DWI defense attorneys, priced per county. One flat monthly fee. No per-lead charges. No referral fees.

Flat fee, per county

Pro \$69 and Elite \$119 per county, per month. Annual billing includes two months free.

Elite is limited

Only 3 Elite attorneys per county, in a pool separate from bail bondsmen.

See what your listing does

Calls, clicks and website visits in your partner dashboard. Website visits are tagged for your own analytics.

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WHERE YOU APPEAR

Your listing sits on county pages about DUI arrests.

DUI.guide publishes county-by-county guides to what happens after a DUI/DWI arrest: court, license and DMV hearings, vehicle impound and more. Attorney listings sit on those county pages, in a section labeled as paid advertising.

County guide	Elite, then Pro, then free listings. Up to 5 listings.
Court page	Elite attorneys in their own featured block; Pro, then free listings (up to 5) after the court timeline.
DMV / license page	Elite, then Pro, then free listings. Up to 5 listings.
Impound page	Paid listings only (Elite, then Pro). Up to 5 listings.
Attorney directory	Every listing for the county, free and paid, with a map.

How the order works. On every page, paid listings come first — Elite, then Pro — followed by free listings. Order is set by subscription tier, never by qualifications, reviews or case results. Paid listings are labeled as advertisements, and where a state requires an additional advertising disclaimer, it is shown.

WHAT A LISTING LOOKS LIKE

Fictional examples. Ratings shown on listings come from Google; DUI.guide does not collect or edit them.

PRO OR ELITE LISTING

Example Defense Law, PLLC ★ 4.9 (112) on Google

123 Main St, Example City, TX
(555) 010-0001

[Call](#)[Website](#)

FREE LISTING

Sample Defense Law, PLLC ★ 4.6 (38) on Google

45 Court St, Example City, TX
(555) 010-0002

[Is this your business? Claim this listing](#)

THREE WAYS TO BE LISTED

Free, Pro and Elite, side by side.

Every attorney can have a free listing. Pro and Elite add contact buttons, structured data, a partner dashboard, and better placement. Both are priced per county.

	Free No charge	Pro \$69 / county / month	Elite \$119 / county / month
ON THE PAGE			
Name, address and phone shown	✓	✓	✓
Listed in the paid section, above free listings	—	✓	✓
Pinned above Pro and free listings Limited to 3 per county	—	—	✓
Featured block on the county court page	—	—	✓
Tap-to-call button Free listings show the number as plain text	—	✓	✓
Website button, tagged for your analytics	—	✓	✓
“Claim this listing” prompt shown Replaced by your contact buttons once you subscribe	✓	—	—
BEHIND THE PAGE			
Structured data (schema.org) for your listing Name, address, phone, service area, website, your profile links	—	✓	✓
Partner dashboard Calls, clicks and website visits	—	✓	✓
PRICE			
Per county, per month	—	\$69	\$119
Per county, per year Two months free with annual billing	—	\$690	\$1,190

PRICING

One price per county. No per-lead fees.

Pro

\$69 per county, per month

or \$690 per county per year (two months free)

A paid listing in each county you subscribe to. There is no limit on how many Pro attorneys a county can have.

Elite

\$119 per county, per month

or \$1,190 per county per year (two months free)

One of the county's 3 Elite slots, pinned above Pro and free listings.

How county pricing works

- The price is per county. A firm on Pro in three counties pays $3 \times \$69 = \$207$ per month; on Elite, $3 \times \$119 = \$357$.
- Each county has its own 3 Elite slots. Attorneys and bail bondsmen have separate pools, so they never compete for the same slot.
- Serving more than one county? Choose every county you serve at checkout; each is priced and held separately. To add a county later, email team@dui.guide.

If a county's Elite slots are full

Join that county's waitlist. When a slot opens, the next attorney in line gets an offer that is held for 48 hours before it opens to everyone.

If a payment fails, or you cancel

A failed card payment does not cost you your slot while the payment is being retried. If you cancel, or the payment ultimately fails, the slot is released and offered to the waitlist for 48 hours.

Founder's Rate

During our 2026 rollout, claim a county and the monthly rate for it won't increase while your subscription stays active. If you cancel, the locked-in rate goes with it.

Billing

Monthly billing can be canceled any time. Annual billing is paid up front and includes two months free. Payments are handled by Stripe, and you can manage your subscription from your partner portal.

VISIBILITY AND CONTROL

What you can see, and what you control.

Your partner dashboard (Pro and Elite)

Performance for your listing since it started, with a breakdown by type of interaction.

Calls Taps on your Call button	Clicks Profile interactions	Website visits Clicks on your Website button	Total engagement All of the above, combined
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Website visits show up in your own analytics

Every click on your Website button is tagged `utm_source=dui.guide` and `utm_medium=directory` (plus a campaign for your state and county), so the visit appears as **dui.guide / directory** in your Google Analytics.

You control your details

Update your firm name, phone, website, address and description from your partner portal. Under “Online Profiles” you can add up to 5 links — your Google Business Profile, Facebook page, LinkedIn or state bar profile — and we publish them with your listing.

Structured data on your listing

County pages use clear headings and plain-language answers, and are optimized for AI Overviews. Pro and Elite listings are also marked up in schema.org structured data: name, address, phone, service area, website and your profile links. That keeps your details accurate and readable for search engines and AI tools. Optimizing a page makes it easy to read; it is not a guarantee of citations — see “Plain terms” on the last page.

GETTING STARTED

- Find your firm on its county page**
Choose “Is this your business? Claim this listing”. Not listed yet? Start at dui.guide/claim/lawyer/new.
- Confirm it’s yours**
For an existing listing, we email a confirmation link to an address at your firm’s website domain. If the listing has no website on file, contact us to claim it.
- Choose Pro or Elite, your counties, and monthly or annual**
The checkout shows which Elite spots are still open in each county. Pay securely through Stripe. Start with [Pro](#) or [Elite](#); if the county’s Elite slots are full, you can join the waitlist.
- Your paid features appear on the county page**
Once payment is confirmed, your Call and Website buttons and structured data go live.

PLAIN TERMS

What this is, and what it isn't.

What DUI.guide is

- A paid advertising directory. Attorneys pay a flat monthly fee for directory placement, regardless of how many inquiries they receive.
- Not a lawyer referral service. We do not refer or recommend specific attorneys, match users to attorneys, or screen attorneys for competence.
- No referral fees, case fees or performance-based compensation.
- Paid listings are labeled as advertisements. Order depends on subscription tier, not on qualifications or results. Listing is not an endorsement.

Your responsibilities

Attorneys remain responsible for complying with their state bar's advertising rules, including any required disclaimers or filings. DUI.guide does not provide legal or ethics advice. Our full disclosure is at dui.guide/legal/advertising-disclosure.

What we don't promise

- **AI citations.** We can't promise a citation in Google AI Overviews, AI Mode, ChatGPT or any AI product, and we don't sell one. Google's own documentation says no special markup is needed for its AI features, so we use structured data to keep your details accurate, not as a lever.
- **Results.** No number of calls, clicks, clients or cases, and no particular ranking in search.
- **Terms.** Prices and terms for new subscriptions are subject to change. Prices as of October 2026.

The short version: you pay a flat fee for a labeled advertisement on county pages, you can see how often people call or visit your website, and you can cancel monthly billing any time. Nothing here is a promise about outcomes.

dui.guide

Attorney Partner Program

team@dui.guide

dui.guide/contact

dui.guide/partners#listing-tiers