



NAD and NARB Filing Fees (Effective January 1, 2020)

The National Advertising Division (NAD) upholds high standards of truth and accuracy in advertising and the challenge process plays a key role in removing inaccurate or unsubstantiated claims from the market place while at the same time demonstrating the advertising communities' commitment to effective self-regulation. Starting January 2020, we are making changes to the filing fees that support strong and effective self-regulation. Beginning on January 1st, the following price structure will go into effect:

- **Under \$250M - \$10,000 (New Category)**
- **National Partner - \$25,000**
- **Under \$5B - \$30,000**
- **Over \$5B - \$35,000**
- **NARB - \$25,000**

This filing fee change creates a new category, the under \$250 million category, to encourage participation from small businesses and strengthen industry self-regulation. Filing fee waivers or partial waivers are still available if economic hardship is demonstrated.

In 2020 look for process improvements that will make filing challenges more efficient to meet industry needs. We will be introducing a new online submission process as well as creating new tracks for faster resolution of NAD challenges -- investments which will increase the speed and efficiency of the process. We look forward to sharing more information about process improvements with you in the coming months.

If there are any questions regarding the new fee structure, [please let us know](#).