

NAD Filing Fees to Increase in January

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Last week, the NAD announced that the fee to file a challenge will increase by \$5,000 across the board and that the tiered filing-fee structure will be simplified.

Under the new schedule, the filing fee for CBBB National Partners is \$10,000. The non-Partner filing fee is \$15,000 for challengers with gross annual revenue of less than \$1 billion and \$25,000 for challengers with gross annual revenue of \$1 billion or more.

The filing fee for appeals before the National Advertising Review Board will remain at \$12,000.

These changes go into effect on January 1, 2014.