

NAD Increases Filing Fees for Appeals

August 8, 2011

Effective today, the NAD has increased its filing fees for appeals and cross-appeals at the National Advertising Review Board to \$12,000. This is the first increase in NARB filing fees since 2007. According to the NAD's notice, "the increase is aimed at ensuring that a greater share of the actual cost of the appellate process is reflected in the filing fee so that we can maintain the high levels of timeliness and quality that participants in the self regulatory system expect."

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