

## **Summary of NAD/CARU/NARB Rules Changes July 27, 2009**

**Amendment to section 2.2(A) of the NAD/CARU/NARB Procedures. Old section 2.2(A)(i) is deleted and new section sections 2.2(A)(i) to (v) are added.**

**(i) CBBB Corporate Partner Filing Fees** – Competitive challenges submitted to NAD by CBBB Corporate Partners shall be filed with a check, made payable to the Council of Better Business Bureaus, Inc., in the amount of \$2,500.

**(ii) Non-CBBB Corporate Partner Filing Fees** – Competitive challenges submitted to NAD by businesses that are not CBBB Corporate Partners shall be filed with a check, made payable to the Council of Better Business Bureaus, Inc., for:

- (a) \$6,000, if the challenger's gross annual revenue is \$400,000 or less;
- (b) \$10,000, if the challenger's gross annual revenue is more than \$400,000 and less than \$1 billion;
- (c) \$20,000, if the challenger's gross annual revenue is \$1 billion or more.

The filing fee shall be accompanied by a statement indicating the category into which the challenger's revenues fall. In the case of a challenge filed by a subsidiary, the filing fee is determined by the gross annual revenue of the parent company.

**(iii) CARU Filing Fee** – Competitive challenges submitted to CARU shall be filed with a check made payable to the Council of Better Business Bureaus, Inc., in the amount of \$2,500 (for CBBB Corporate Partners) or \$6,000 (for businesses that are not CBBB Corporate Partners or CARU Supporters).

**(iv)** The President of the National Advertising Review Council (NARC) shall have the discretion to waive or reduce the fee for any challenger that can demonstrate economic hardship.

**(v) Administrative Closure Fee** -- If a CARU or NAD case is administratively closed, the administrative closure fee will be \$1,500 for CBBB Corporate Partners or CARU Supporters and \$2,500 for businesses that are not a CBBB Corporate Partner or CARU Supporter. When a case is administratively closed, the difference between the administrative closure fee and the filing fee paid by the challenger will be refunded to the challenger.