

NATIONAL ADVERTISING REVIEW BOARD SETS NEW FILING FEE

The National Advertising Review Board (NARB) will increase filing fees to \$12,000 for all appeals and cross-appeals, effective August 5, 2011.

Established in 1971, NARB appeals process is an integral part of the advertising industry's system of self regulation and provides a peer review process for the decisions of the National Advertising Division and the Children's Advertising Review Unit. This is the first increase in NARB filing fees since 2007 and is aimed at ensuring that a greater share of the actual cost of the appeal process is reflected by the filing fee so that the system can continue to provide timely and expert review of matters on appeal. Parties may apply to the President of the National Advertising Review Council for a hardship waiver.

NARB is made up of 70 professionals – drawn from the ranks of national advertisers, advertising agencies, and the public sector – who serve for two- or three-year terms. NARB members sit on five-person panels to hear appeals. Since 2007, NARB has convened nearly 30 panels to review appeals.

"The NARB appeals process plays a key role in the advertising industry's system of self-regulation," said C. Lee Peeler, President and CEO of the National Advertising Review Council, which set policies and procedures for NARB. "For more than 40 years, the decisions reached by these panels have personified the industry's commitment to high standards of truth and accuracy. The increase in filing fees will help ensure that the system can continue to provide the high level of timely and expert review that participants in the self regulatory system expect."